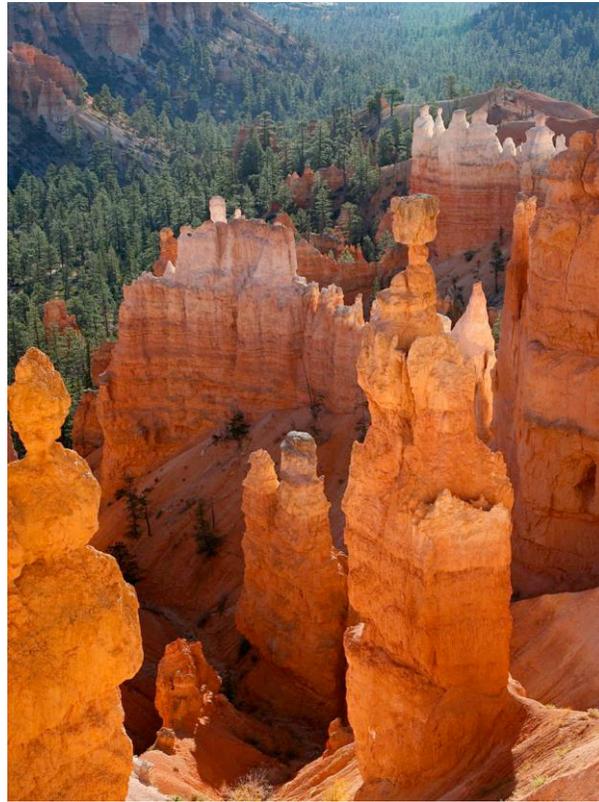




Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Bryce Canyon National Park Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 219



**Social Science Program
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Bryce Canyon National Park Visitor Study

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May 2010

Nancy C. Holmes
Mike Schuett
Steven J. Hollenhorst

Nancy Holmes is a Research Assistant with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Dr. Mike Schuett, Associate Professor at Texas A&M University, for overseeing the survey, Kathryn Bilodeau and Amanda Halverson and the staff of Bryce Canyon National Park for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

**Visitor Services Project
Bryce Canyon National Park
Report Summary**

- This report describes the results of a visitor study at Bryce Canyon National Park during July 26-August 1, 2009. A total of 860 questionnaires were distributed to visitor groups. Of those, 626 questionnaires were returned, resulting in a 73% response rate.
- This report profiles a systematic random sample of Bryce Canyon National Park visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Thirty-seven percent of visitor groups were in groups of two and 36% were in groups of three or four. Seventy-nine percent of visitor groups were in family groups.
- United States visitors comprised 60% of total visitation during the survey period, with 23% from California, 12% from Utah, and smaller proportions from 41 other states and Washington, D.C. International visitors were from 25 countries and comprised 40% of total visitation, with 25% from Netherlands, 21% from France, 13% from Germany, and smaller proportions from 22 other countries.
- Most visitors (76%) were visiting the park for the first time and 21% had visited two or three times.
- Thirty-seven percent of visitors were ages 41-60 years, 24% were ages 15 years or younger, and 8% were 66 years or older. Ten percent of visitor groups included members who had physical conditions that made it difficult to access or participate in park activities or services.
- Most visitor groups (95%) obtained information about the park prior to their visit, most often through travel guides/tour books (52%) and friends/relatives/word of mouth (47%). Most visitor groups (93%) received the information they needed.
- Of those visitors who stayed overnight in the park or in the area within 50 miles of the park (81%), 40% spent two nights in the park, and 40% spent one night in the area outside the park. The average length of stay in the park was 24 hours (1 day).
- The most common site visited by visitor groups was Sunset Point (89%) followed by Sunrise Point (84%). The most common visitor activities were sightseeing/scenic drive (95%) and photography (90%). For 67% of visitor groups the primary activity was sightseeing/scenic drive.
- Forty-eight percent of visitor groups reported using the park's shuttle bus system.
- For 98% of visitor groups, the park's scenic vistas were rated as "extremely important" and "very important," followed by geologic formations (93%).
- The information service/facility most commonly used by visitor groups was the park brochure/map (86%). The most commonly used visitor service/facility was the restrooms (84%).
- Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Bryce Canyon National Park as "very good" or "good." Less than one percent of visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

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INTRODUCTION

This report describes the results of a visitor study at Bryce Canyon National Park (NP), conducted July 26-August 1, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Bryce Canyon NP describes the park: "Bryce is famous for its worldly unique geology, consisting of a series of horseshoe-shaped amphitheaters carved from the eastern edge of the Paunsaugunt Plateau in southern Utah. The erosional force of frost-wedging and the dissolving power of rainwater have shaped the colorful limestone rock of the Claron Formation into bizarre shapes including slot canyons, windows, fins, and spires called "hoodoos." Tinted with colors too numerous and subtle to name, these whimsically arranged rocks create a wondrous landscape of mazes, offering some of the most exciting and memorable walks and hikes imaginable" (www.nps.gov/brca February, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and also includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

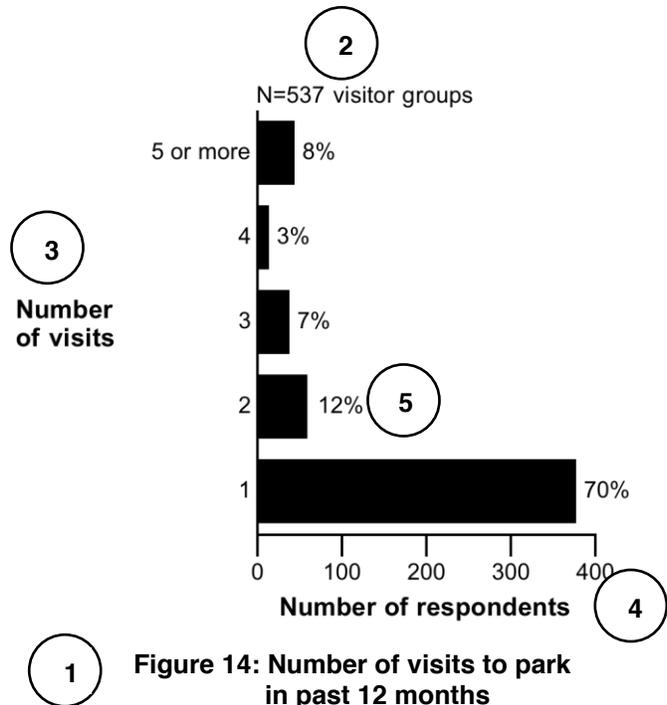
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of 860 visitor groups that arrived at selected locations in Bryce Canyon NP during July 26-August 1, 2009. Table 1 shows the seven locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 8 a.m. and 8 p.m. During this survey, 1,043 visitor groups were contacted and 860 of these groups (82.5%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies conducted from 1988 through 2008 is (90.9%). Questionnaires were completed and returned by 626 visitor groups resulting in a 73% response rate for this study. The average response rate for the 205 VSP visitor studies is 74.2%.

Table 1: Questionnaire distribution
 N_1 =number of questionnaires distributed
 N_2 =number of questionnaires returned

Sampling site	Distributed		Returned	
	N_1	%	N_2	%
Bryce Point Shuttle Stop/Ruby's Inn	199	23	157	25
Campgrounds	100	12	71	11
Mossy Cave	40	5	30	5
Rainbow Point	50	6	32	5
Sunrise Point/Lodge/General Store	70	8	50	8
Sunset Point	200	23	140	22
Visitor Center	201	23	146	23
Total	860	100	626	99*

*Total percentages do not equal 100 due to rounding

Questionnaire design

The Bryce Canyon National Park questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Bryce Canyon NP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Bryce Canyon NP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 2: Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 17, 2009	501	326	827
1 st Replacement	August 31 2009	243	127	370
2 nd Replacement	September 21, 2009	207	0	207

Data Analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of July 26-August 1, 2009. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally sunny and warm with temperatures in the lower 80s interspersed with a few cool, wet days with temperatures in the low 60s. No special events occurred in the area that would have affected the type and the amount of visitation to the park.

It should be noted that there was a 17% drop in tour bus visitation during 2009, as compared with 2008. Tour buses carrying all international visitors may be under-represented if no passengers were able to speak English well enough to complete the questionnaire.

Checking Non-response Bias

Three variables were used to check non-response bias: respondents' age, travel distance from home to the park, and overall quality rating score. There were no significant differences between early and late responders in any of these variables (see Table 3). Non-response bias is thus judged to be insignificant. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves

Variable	Before postcard	Between postcard and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	46.88	48.61	48.93	0.229
Travel distance to park (miles)	935.75	643.71	975.62	0.878
Overall quality rating (scale from 1 to 5)	4.60	4.49	4.57	0.270

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 18a

On this visit, how many people were in your personal group, including yourself?

Results

- 37% of visitors were in groups of two (see Figure 1).
- 36% were in groups of three or four.
- 23% were in groups of five or more.

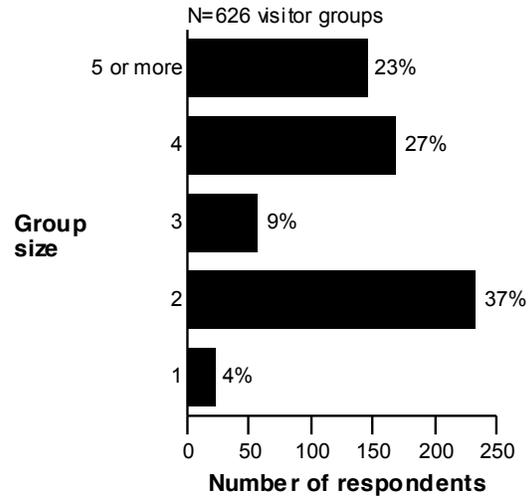


Figure 1: Visitor group size

Visitor group type

Question 17

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 79% of visitor groups were made up of family members (see Figure 2).
- 9% were with friends.

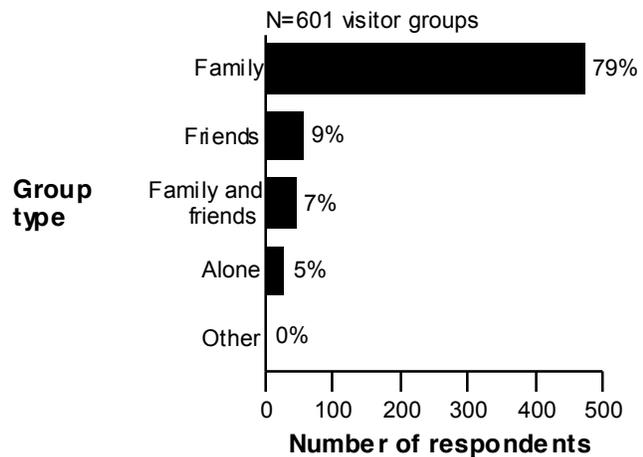


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 16a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

- 2% of visitor groups were part of a commercial guided tour group (see Figure 3).

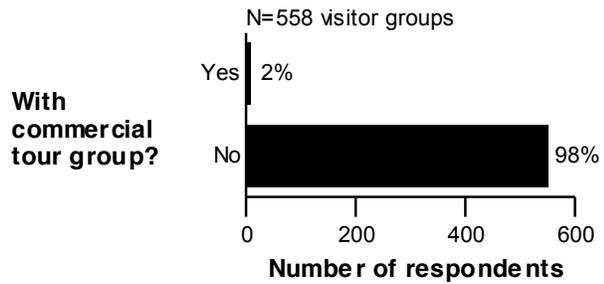


Figure 3: Visitors with a commercial guided tour group

Question 16b

On this visit, were you and your personal group part of a school/ educational group?

Results

- No visitor groups were part of a school/educational group (see Figure 4).

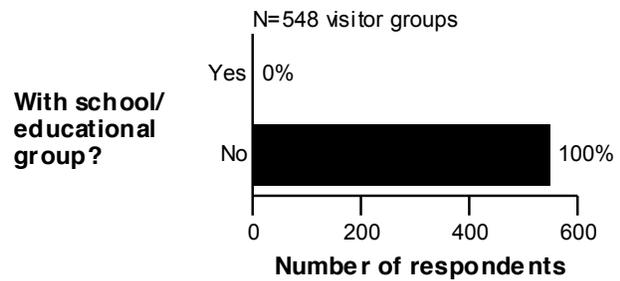


Figure 4: Visitors with a school/educational group

Question 16c

On this visit, were you and your personal group part of an “other” organized group (scout, work, church, etc.)?

Results

- 2% of visitor groups were traveling with an “other” organized group (see Figure 5).

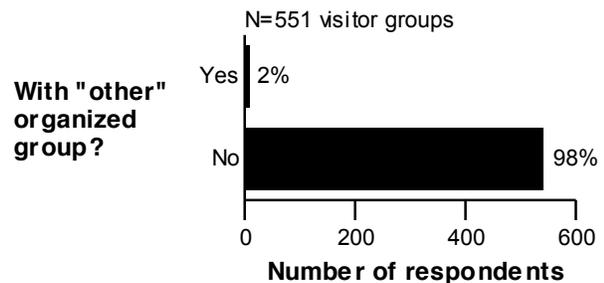


Figure 5: Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16d

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

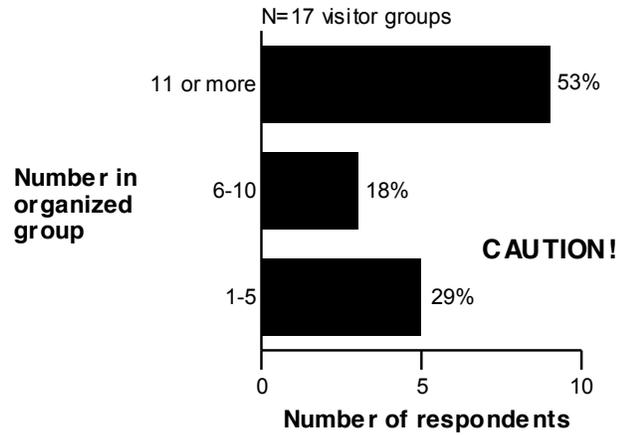


Figure 6: Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 19b

For you and your personal group on this visit, what is your state of residence?

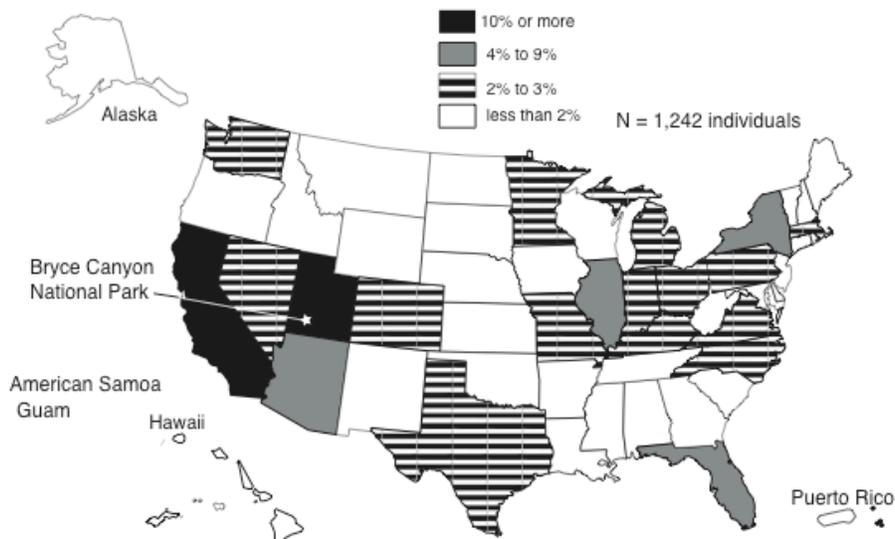
Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,242 individuals	Percent of total visitors N=2,074 individuals
California	287	23	14
Utah	145	12	7
Arizona	112	9	5
Florida	51	4	2
New York	51	4	2
Illinois	45	4	2
Texas	40	3	2
Pennsylvania	39	3	2
Washington	36	3	2
Colorado	34	3	2
Minnesota	33	3	2
Nevada	31	3	2
Michigan	27	2	1
Ohio	23	2	1
Virginia	23	2	1
Kentucky	22	2	1
Missouri	22	2	1
Indiana	20	2	1
Massachusetts	20	2	1
North Carolina	19	2	1
23 other states and Washington, D.C.	131	10	1

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 43 states and Washington, D.C. and comprised 60% of total visitation to the park during the survey period.
- 23% of U.S. visitors came from California (see Table 4 and Map 1).
- 12% came from Utah and 9% were from Arizona.
- Smaller proportions of U.S. visitors came from 40 other states and Washington, D.C.



Map 1: Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 19b

For you and your personal group on this visit, what is your country of residence?

Table 5: International visitors by country of residence *

	Country	Number of visitors	Percent of international visitors N=832 individuals	Percent of total visitors N=2,074 individuals
<p>Note: Response was limited to seven members from each visitor group.</p> <p>Results</p> <ul style="list-style-type: none"> International visitors were from 25 countries and comprised 40% of total visitation to the park during the survey period (see Table 5). 25% of international visitors came from Netherlands. 21% were from the France. 13% were from the Germany. Smaller proportions came from 22 other countries. 	Netherlands	211	25	10
	France	177	21	9
	Germany	107	13	5
	Switzerland	75	9	4
	United Kingdom	67	8	3
	Canada	56	7	3
	Belgium	38	5	2
	Denmark	25	3	1
	Austria	13	2	1
	Italy	12	1	1
	Czech Republic	10	1	<1
	Spain	10	1	<1
	China	8	1	<1
	Israel	4	<1	<1
	Slovenia	4	<1	<1
	Hungary	2	<1	<1
	Ireland	2	<1	<1
	Japan	2	<1	<1
	Luxemburg	2	<1	<1
	Ukraine	2	<1	<1
	Australia	2	<1	<1
	Columbia	1	<1	<1
	Indonesia	1	<1	<1
	Philippines	1	<1	<1
	Thailand	1	<1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits

Question 19c

For you and your personal group on this visit, how many times have you visited Bryce Canyon NP in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 76% of visitors were visiting the park for the first time (see Figure 7).
- 21% had visited two or three times.
- 4% had visited the park four or more times in their lifetime.

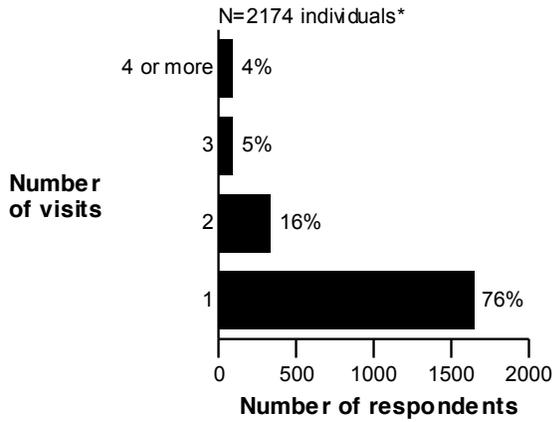


Figure 7: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 19a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 89 years.
- 37% of visitors were in the 41-60 years age group (see Figure 8).
- 24% were 15 years or younger.
- 8% were 66 or older.

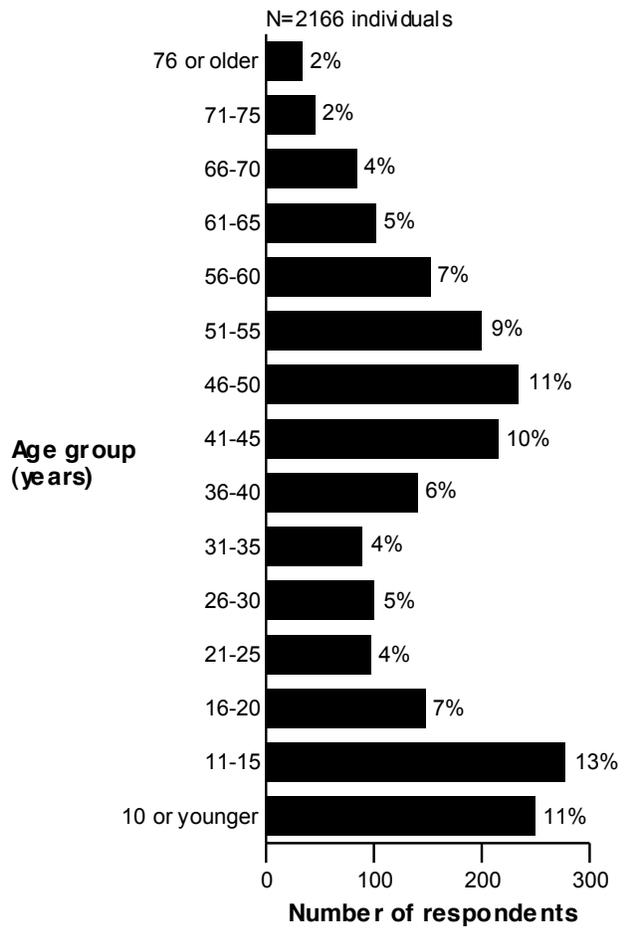


Figure 8: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 21a

When visiting an area such as Bryce Canyon NP, which one language do you and most members of your personal group prefer to use for speaking?

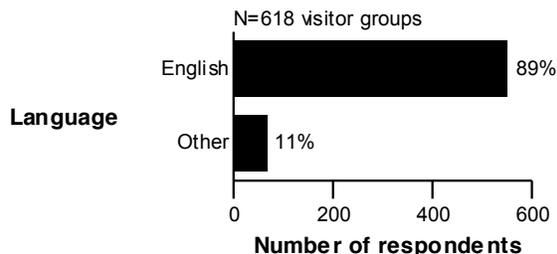


Figure 9: Language preferred for speaking

Results

- 89% visitor groups reported English as their preferred language for speaking (see Figure 9).
- Other languages (11%) are listed in Table 6.

Question 21b

When visiting an area such as Bryce Canyon NP, which one language do you and most members of your personal group prefer to use for reading?

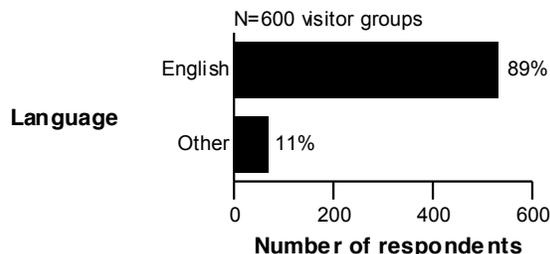


Figure 10: Language preferred for reading

Results

- 89% visitor groups preferred English for reading (see Figure 10).
- Other languages (11%) are listed in Table 7.

Table 6: Other languages preferred for speaking

N=74 comments

Language	Number of times mentioned
French	23
German	23
Dutch	6
Spanish	6
Japanese	3
Chinese	2
Danish	2
Germany	2
Korean	2
Czech	1
Hebrew	1
Italian	1
Russian	1
Swiss	1

Table 7: Other languages preferred for reading

N=74 comments

Language	Number of times mentioned
French	25
German	25
Dutch	8
Spanish	4
Japanese	3
Danish	2
Italian	2
Chinese	1
Hebrew	1
Korean	1
Russian	1
Spanish	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services needed in languages other than English

Question 21c

In your opinion, what services in the park need to be provided in languages other than English? (open-ended)

Results

- 43% of visitor groups felt that services should be provided in languages other than English (see Figure 11).
- 118 visitor groups provided comments on services that need to be provided in languages other than English (see Table 8).

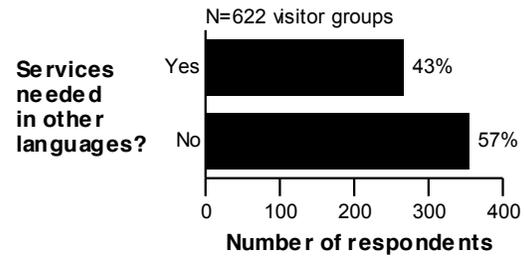


Figure 11: Visitor groups that needed services in other languages

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 8: Services needed in other languages
 N=155 comments;
 some visitor groups made more than one comment.

Service	Number of times mentioned
Signs	16
Warning/safety signs	16
Brochures	15
Maps	15
Park newspaper	10
Exhibits (indoor and roadside)	9
General information	8
Interpretive programs	8
Park brochure	6
All services	4
Emergency services	4
Information at/about viewpoints	4
Shuttle information	4
Hiking/trail information	3
Video at visitor center	3
Bulletin boards	2
Park rules/regulations	2
Road signs	2
Visitor center	2
Audio guide	1
Auditorium	1
Better French translations	1
Bus driver narratives	1
Campground	1
Campground rules/regulations	1
French-speaking rangers	1
Headsets	1
Introduction to visitor center	1
Junior Ranger booklet	1
Lightning warning signs	1
No smoking signs	1
Personnel	1
Printed materials	1
Restrooms	1
Trail signs	1
Trail use regulations	1
Video with headsets	1
Visitor center signs	1
Water information	1
Website	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 20a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Bryce Canyon NP?

Results

- 10% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 12).

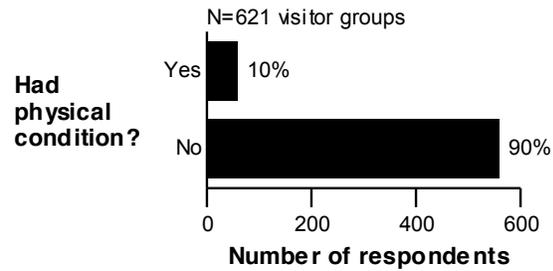


Figure 12: Visitor groups that had members with physical conditions

Question 20b

If YES, which activities or services did the person have difficulty accessing or participating in?

Results

- Of those visitor groups that had members with physical conditions, 91% had difficulty accessing trails (see Figure 13).
- 19% had difficulty accessing viewpoints.
- “Other” difficulties (5%) were:
 - Camping - need electricity for medical equipment
 - General store - needs hand railings on steps
 - Walking on inclines

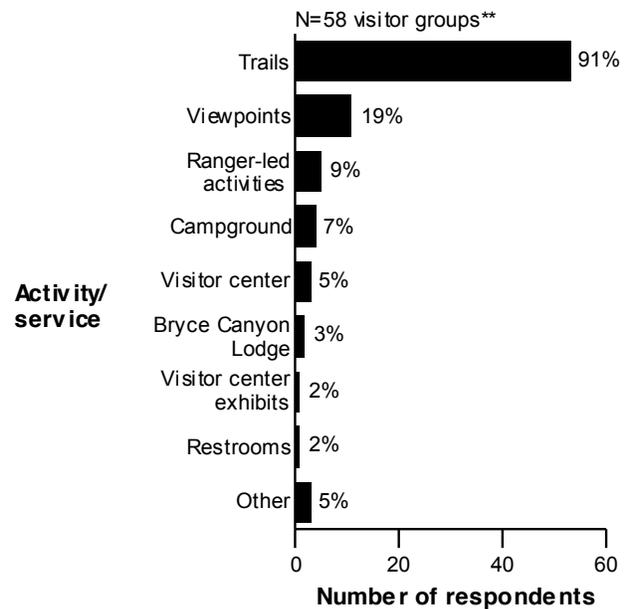


Figure 13: Activities or services that were difficult to access or participate in

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Awareness of safety issues before visit

Question 12a and 12b

Increasing public awareness is our best tool to ensure that visitors have a safe visit at Bryce Canyon NP. Please mark your awareness level, both before and after your visit, for each safety issue.

Results

- Figures 14 – 29 show visitor groups’ awareness of safety issues at Bryce Canyon NP before and after visiting the park.
- Table 9 compares visitor groups’ level of awareness of safety issues at Bryce Canyon NP before and after visiting the park.

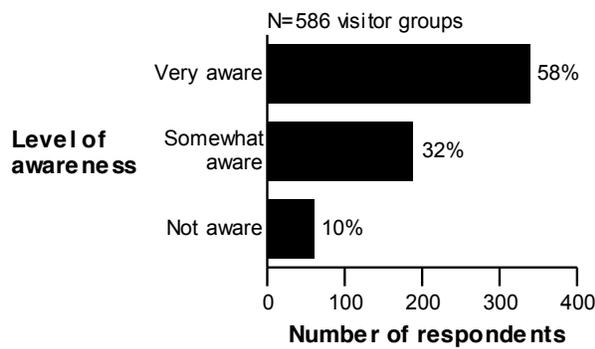


Figure 14: Awareness of safety issue before visit: Hiking with hiking boots

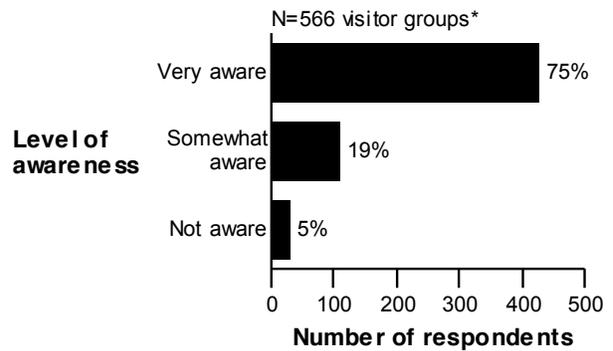


Figure 15: Awareness of safety issue after visit: Hiking with hiking boots

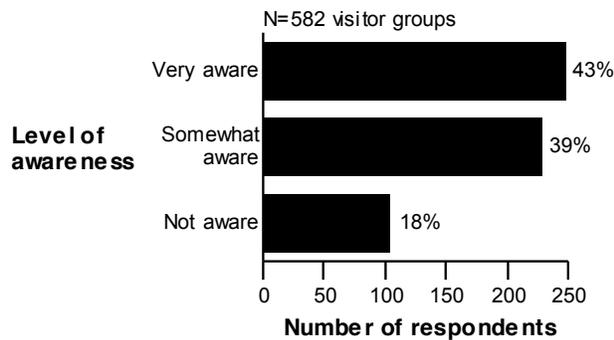


Figure 16: Awareness of safety issue before visit: Lightning safety

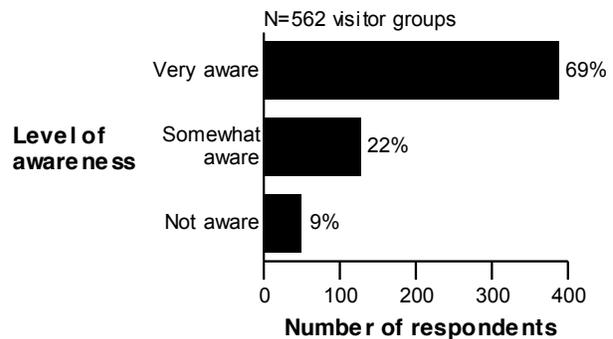


Figure 17: Awareness of safety issue after visit: Lightning safety

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

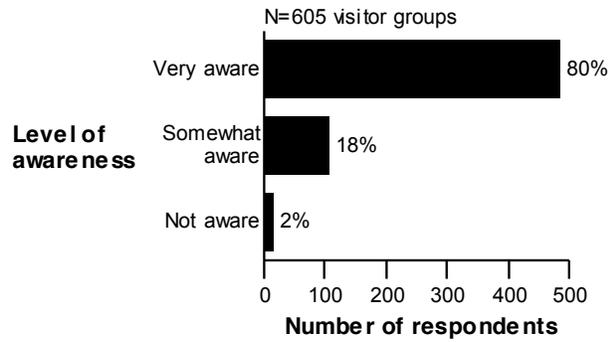


Figure 18: Awareness of safety issue before visit: Drinking plenty of water

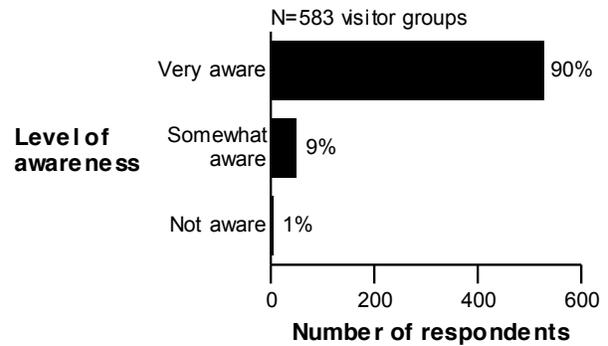


Figure 19: Awareness of safety issue after visit: Drinking plenty of water

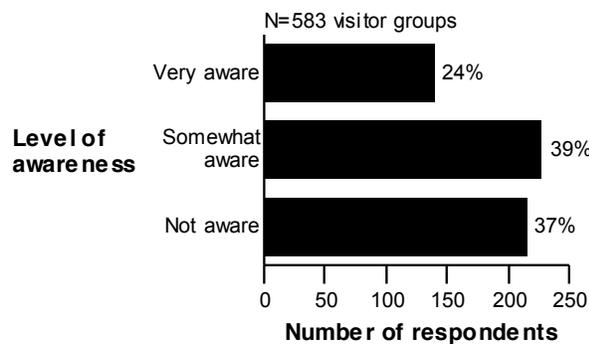


Figure 20: Awareness of safety issue before visit: Methods for coping with altitude sickness

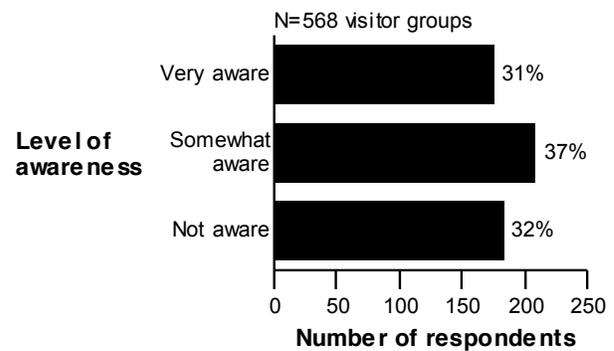


Figure 21: Awareness of safety issue after visit: Methods for coping with altitude sickness

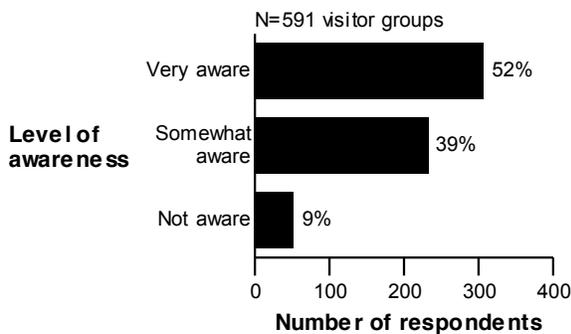


Figure 22: Awareness of safety issue before visit: Human health and safety risks resulting from feeding wildlife

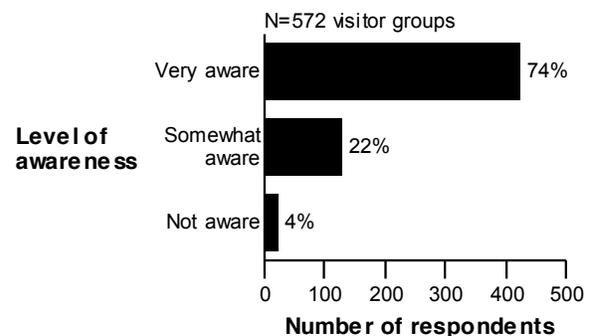


Figure 23: Awareness of safety issue after visit: Human health and safety risks resulting from feeding wildlife

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

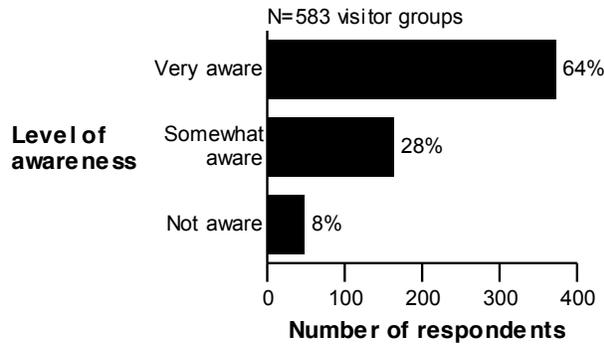


Figure 24: Awareness of safety issue before visit: Hiking off trails

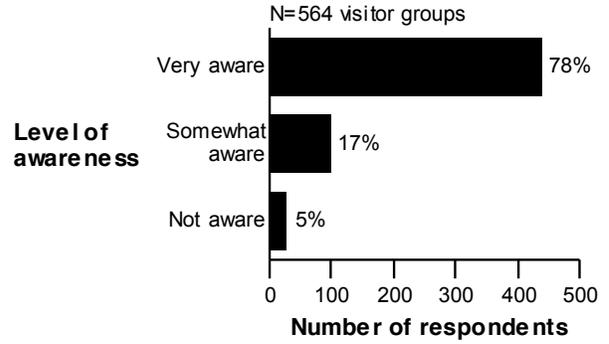


Figure 25: Awareness of safety issue after visit: Hiking off trails

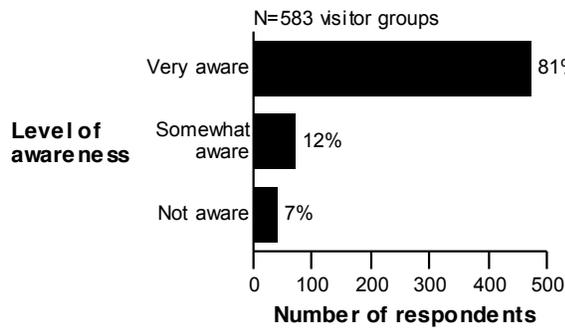


Figure 26: Awareness of safety issue before visit: Climbing over railings

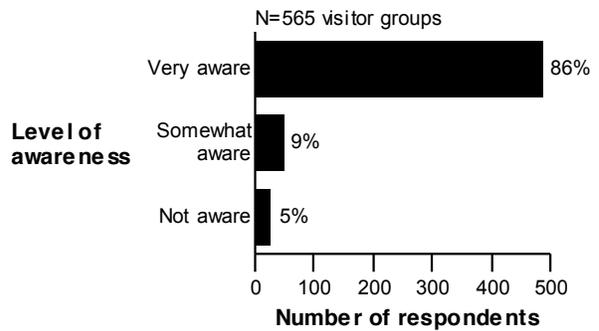


Figure 27: Awareness of safety issue after visit: Climbing over railings

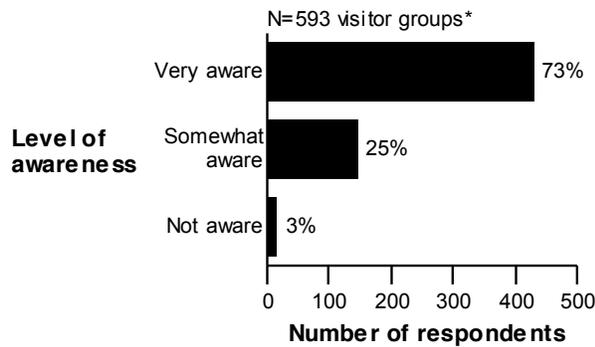


Figure 28: Awareness of safety issue before visit: Ways of minimizing sun exposure

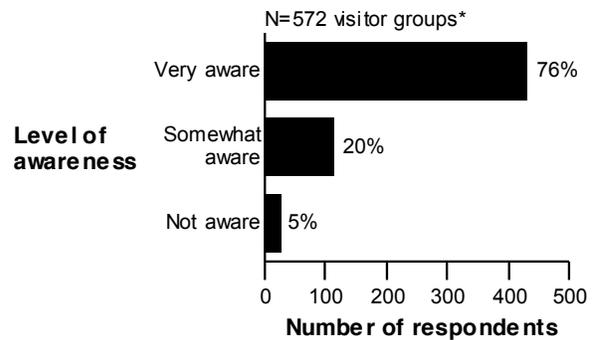


Figure 29: Awareness of safety issue after visit: Ways of minimizing sun exposure

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 9: Visitor groups that were aware of safety issues

a) Before visiting Bryce Canyon NP N=number of visitor groups				Safety issue	b) After visiting Bryce Canyon NP N=number of visitor groups			
N	Not aware %	Somewhat aware %	Very aware %		N	Not aware %	Somewhat aware %	Very aware %
586	10	32	58	Hiking with hiking boots	566	5	19	75
582	18	39	43	Lightning safety	562	9	22	69
605	2	18	80	Drinking plenty of water	583	1	9	90
583	37	39	24	Methods for coping with altitude sickness	568	32	37	31
591	9	39	52	Human health and safety risks resulting from feeding wildlife	572	4	22	74
583	8	28	64	Hiking off trails	564	5	17	78
583	7	12	81	Climbing over railings	565	5	9	86
593	3	25	73	Ways of minimizing sun exposure	572	5	20	76

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information to plan your visit to Bryce Canyon National Park (NP)?

Results

- 95% of visitor groups obtained information about Bryce Canyon NP prior to their visit (see Figure 30).
- As shown in Figure 31, among those visitor groups that obtained information about Bryce Canyon NP prior to their visit, the most common sources were:
 - 52% Travel guides/tour books
 - 47% Friends/relatives/word of mouth
 - 43% Bryce Canyon NP website
- “Other” sources (3%) were:
 - Atlas
 - Former employee
 - Organized tour information
 - Resident of the area
 - Travel agency

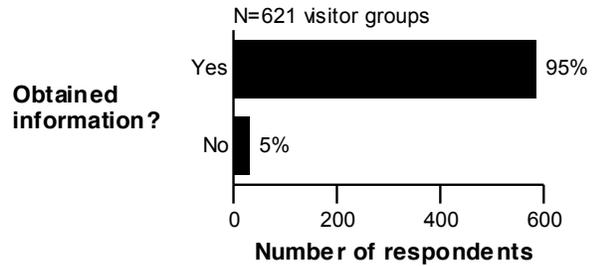


Figure 30: Visitor groups that obtained information about Bryce Canyon NP prior to visit

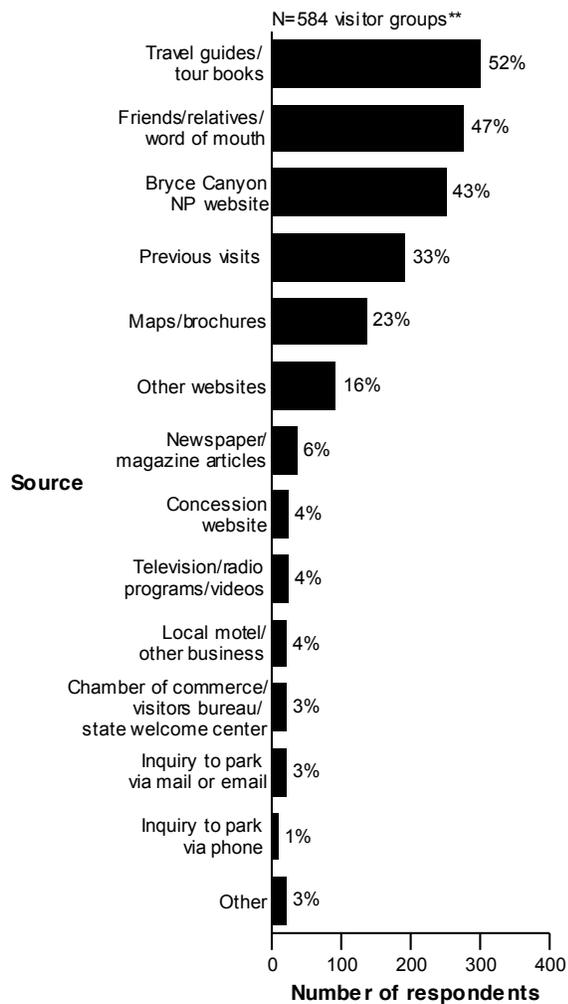


Figure 31: Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1b

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 93% of visitor groups received needed information prior to their visit (see Figure 32).

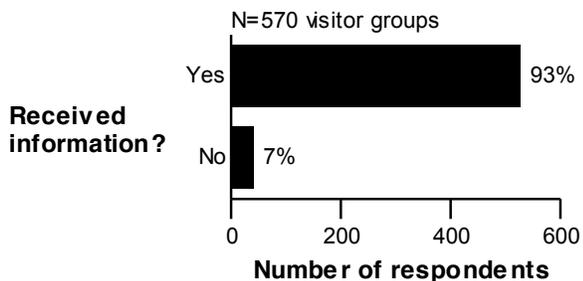


Figure 32: Visitor groups that received needed information prior to their visit

Question 1c

If NO, what type of park information did you and your personal group need that you did not receive? (open-ended)

Results – Interpret with **CAUTION!**

- 28 visitor groups listed information they needed, but did not receive (see Table 10).

Table 10: Needed information
 N=29 comments;
 some visitor groups made more than one comment.
CAUTION!

Type of information	Number of times mentioned
More detailed map	5
Shuttle information	3
Trail/hiking information	3
Local lodging	2
Type of camping available	2
Weather conditions	2
Calendar	1
Costs	1
Directions	1
More specific information	1
Park brochures at entrance	1
Park map	1
Park website	1
Parking	1
Pet regulations	1
Photo collections	1
Travel from Monument Valley	1
Trip planning guide	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Location on night prior to visit

Question 3a

Where did you and your personal group stay on the night before you arrived at Bryce Canyon NP? If you stayed at home please write the name of your hometown and state. (open-ended)

Results

- Table 11 shows the locations (N=113) in which visitor groups (N=596) stayed on the night prior to visiting Bryce Canyon NP.

Table 11: Locations in which visitor groups stayed on the night prior to visit

N=596 comments

Location	Number of times mentioned
Zion National Park, UT	65
Page, AZ	50
Springdale, UT	37
Las Vegas, NV	36
Salt Lake City, UT	30
Cedar City, UT	28
Moab, UT	28
Grand Canyon National Park, AZ	20
Panguitch, UT	20
St. George, UT	20
Torrey, UT	19
Hurricane, UT	17
Kanab, UT	17
Tropic, UT	13
Glendale, UT	11
Bryce Canyon City, UT	9
Escalante, UT	9
Arches National Park, UT	8
Brian Head, UT	8
Beaver, UT	6
Cannonville, UT	6
Duck Creek Village, UT	5
Kayenta, AZ	5
Provo, UT	5
Capitol Reef National Park, UT	4
Flagstaff, AZ	4
Hatch, UT	4
Lake Powell, AZ	4
Lehi, UT	3
Mount Carmel Junction, UT	3
Mt. Carmel, UT	3
Twin Falls, ID	3
Cameron, AZ	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 11: Locations in which visitor groups stayed
on the night prior to visit**
(continued)

Location	Number of times mentioned
Fruita, CO	2
Grand Junction, CO	2
Green River, UT	2
Jackson, WY	2
Jacob Lake, AZ	2
Los Angeles, CA	2
Mesquite, NV	2
Ogden, UT	2
Park City, UT	2
Prescott, AZ	2
Spanish Fork, UT	2
Yellowstone National Park, WY	2
Alton, UT	1
Baker City, OR	1
Baltimore, MD	1
Boulder, UT	1
Breckenridge, CO	1
Bull Frog, UT	1
Caineville, UT	1
Caquiltam, B.C, Canada	1
Chuckwagon Campground, UT	1
Circleville, UT	1
Danville, PA	1
Dead Horse State Park, UT	1
Death Valley, CA	1
Denver, CO	1
Dixie National Forest, UT	1
Durango, CO	1
Eagle Mountain, UT	1
Eastport, NY	1
Enoch, UT	1
Escalante National Monument	1
Escalante State Park, UT	1
Flaming Gorge, UT	1
Fort Worth, TX	1
Gardena, CA	1
Great Basin NP, NV	1
Grey Mountain, AZ	1
Hacienda Heights, CA	1
Hatch Point Campground, UT	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 11: Locations in which visitor groups stayed
on the night prior to visit**
(continued)

Location	Number of times mentioned
Idaho Falls, ID	1
Kodachrome State Park, UT	1
Laughlin, NV	1
Loa, UT	1
Logan, UT	1
Melbourne, FL	1
Mendon, UT	1
Mexican Hat, UT	1
Minneapolis, MN	1
Monument Valley, AZ	1
Newberg, OR	1
Norman, OK	1
North Wales, PA	1
Orderville, UT	1
Overton, NV	1
Pagosa Springs, CO	1
Panamint Springs, CA	1
Parowan, UT	1
Pine Valley, UT	1
Pleasant Grove, UT	1
Rancho Cucamonga, CA	1
Red Canyon, UT	1
Richfield, UT	1
Ridgefield, UT	1
Salina, UT	1
San Bernardino, CA	1
Silverdale, UT	1
Snow Bird, UT	1
Springville, UT	1
Sundance, UT	1
Swains Creek, UT	1
Syracuse, UT	1
Tempe, AZ	1
Tusayan, AZ	1
Vernal, UT	1
Virgin, UT	1
Washington, UT	1
Williams, AZ	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Location on day after visit

Question 3b

Where did you and your personal group stay on the day you left Bryce Canyon NP? If you stayed at home please write the name of your hometown and state. (open-ended)

Results

- Table 12 shows the locations (N=108) in which visitor groups (N=554) stayed on the day they left Bryce Canyon NP.

Table 12: Locations in which visitor groups stayed on the day they left the park

N=554 comments

Location	Number of times mentioned
Las Vegas, NV	59
Zion National Park, UT	53
Page, AZ	32
Cedar City, UT	26
St. George, UT	26
Grand Canyon National Park, AZ	25
Moab, UT	23
Salt Lake City, UT	21
Bryce Canyon City, UT	21
Springdale, UT	19
Kanab, UT	16
Panguitch, UT	15
Torrey, UT	14
Tropic, UT	11
Brian Head, UT	7
Capitol Reef National Park, UT	7
Jacob Lake, AZ	7
Cannonville, UT	5
Duck Creek Village, UT	5
Escalante, UT	5
Green River, UT	5
Hatch, UT	5
Boulder, UT	4
Mesquite, NV	4
Beaver, UT	3
Glendale, UT	3
Lake Mead, NV	3
Lake Powell, AZ	3
Lehi, UT	3
Monument Valley, UT	3
Mt. Carmel, UT	3
Provo, UT	3
Richfield, UT	3
Virgin, UT	3
Arches National Park, UT	2
Cedar Breaks, UT	2
Henderson, NV	2
Hurricane, UT	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 12: Locations in which visitor groups stayed
on the day they left the park**
(continued)

Location	Number of times mentioned
Kayenta, AZ	2
Kodachrome Basin State Park, UT	2
Monument Valley, AZ	2
Mount Carmel Junction, UT	2
Natural Bridge National Monument, UT	2
Nephi, UT	2
Park City, UT	2
Red Canyon, UT	2
San Diego, CA	2
Sedona, AZ	2
Washington, UT	2
Yellowstone National Park, WY	2
Alton, UT	1
Barstow, CA	1
Beatty, NV	1
Blanding, UT	1
Blue Springs, MS	1
Brigham City, UT	1
Buena Vista, CO	1
Butte, MT	1
Calico, CA	1
Cameo, CO	1
Carlin, NV	1
Cedar Creek, UT	1
Circleville, UT	1
Coral Pink Sand Dunes State Park, UT	1
Cortez, CO	1
Craig, CO	1
Dinosaurland, UT	1
Draper, UT	1
Durango, CO	1
Eagle Mountain, UT	1
Ely, NV	1
Enoch, UT	1
Eureka, NV	1
Flagstaff, AZ	1
Fort Collins, CO	1
Gardena, CA	1
Glenwood Springs, CO	1
Great Basin, NV	1
Hanksville, UT	1
Heber City, UT	1
Horseshoe Canyon, UT	1
Independence, CA	1
Lee Vining, CA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 12: Locations in which visitor groups stayed
on the day they left the park**
(continued)

Location	Number of times mentioned
Lindon, UT	1
Loa, UT	1
Logandale, NV	1
London, KY	1
Los Angeles, CA	1
Marysvale, UT	1
Mesa Verde, CO	1
Millsite State Park, UT	1
Moreno Valley, CA	1
Mountain Home, ID	1
Norman, OK	1
North Salt Lake, UT	1
Ogden, UT	1
Orderville, UT	1
Ouray, CO	1
Pahrump, NV	1
Perris, CA	1
Perry, UT	1
Phoenix, AZ	1
Pleasant Grove, UT	1
Pocatello, ID	1
Prescott, AZ	1
Rancho Cucamonga, CA	1
Rosamond, CA	1
Rupert, ID	1
Salem, UT	1
Sandy, UT	1
Sequoia NP, CA	1
Show Low, AZ	1
Singletree, UT	1
South Ogden, UT	1
Sun City Campground, UT	1
Syracuse, UT	1
Taos, NM	1
Tuba City, AZ	1
Tucson, AZ	1
Twin Falls, ID	1
Utah Lake State Park, UT	1
Valley of Fire, NV	1
Washington, D.C.	1
Winslow, AZ	1
Yosemite, CA	1
Yucaipa, CA	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 18b

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 89% of visitor groups used one vehicle to arrive at the park (see Figure 33).

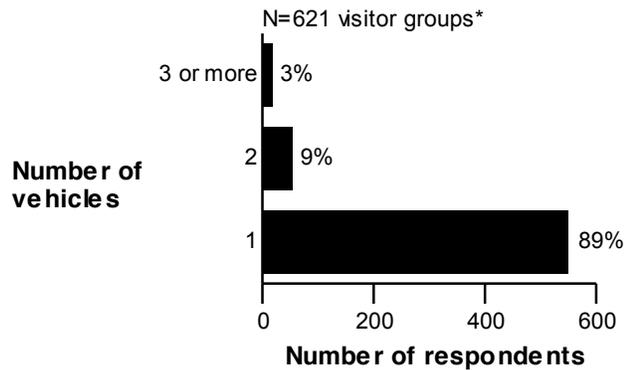


Figure 33: Number of vehicles used to arrive at the park

Number of park entries

Question 18c

On this trip, how many times did you and your personal group enter Bryce Canyon NP?

Results

- 57% of visitor groups entered the park once (see Figure 34).
- 24% entered the park twice.

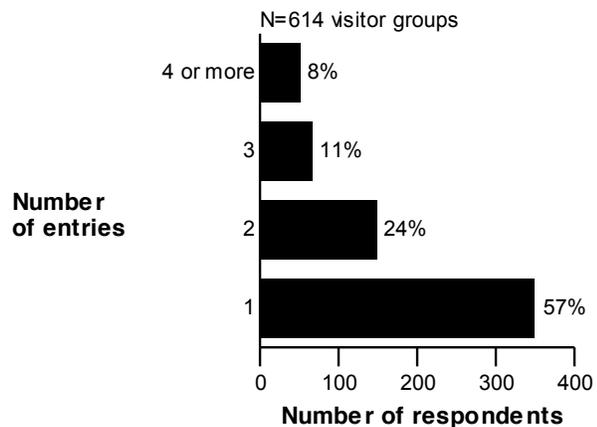


Figure 34: Number of park entries

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stay and accommodations

Question 2a

On this trip, did you and your personal group stay overnight away from home inside Bryce Canyon NP or in the area within 50 miles of the park, including Panguitch, Escalante, Tropic, etc.?

Results

- 81% of visitor groups stayed overnight away from home inside the park or in the area within 50 miles of the park (see Figure 35).

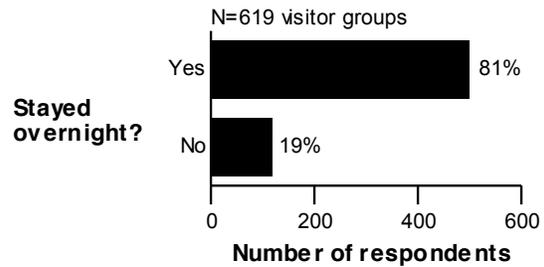


Figure 35: Visitor groups that stayed overnight inside the park or in the area (within 50 miles)

Question 2b

If YES, how many nights did you and your personal group spend inside Bryce Canyon NP?

Results

- Of the visitor groups that stayed overnight in the park, 40% spent two nights (see Figure 36).
- 37% spent one night.
- 23% spent three or more nights.

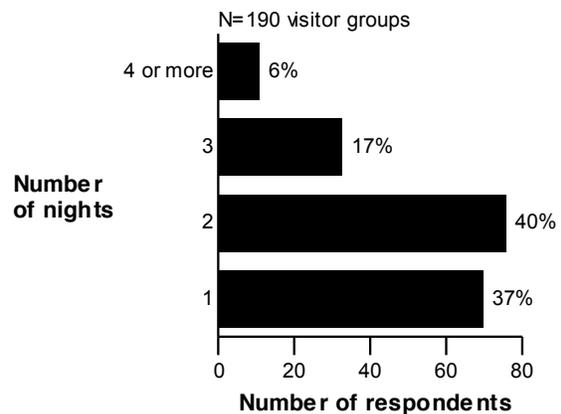


Figure 36: Number of nights spent inside the park

Question 2c

If YES, how many nights did you and your personal group spend outside Bryce Canyon NP within 50 miles of the park?

Results

- Of the visitor groups that stayed overnight in the area outside the park, 40% spent one night (see Figure 37).
- 37% spent two nights.
- 24% spent three or more nights.

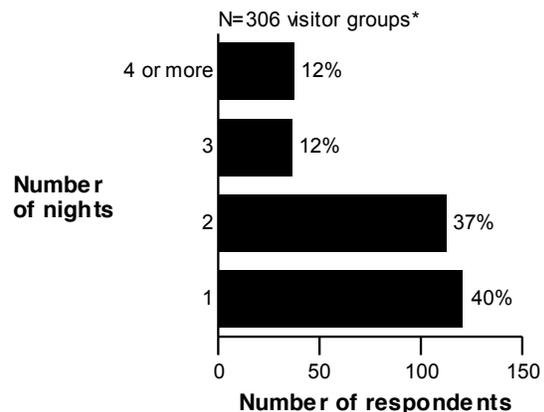


Figure 37: Number of nights spent in the area outside the park (within 50 miles)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodging used inside the park

Question 2b

In which types of lodging did you and your personal group spend the night(s) inside the park?

Results

- 62% of visitor groups camped in developed campgrounds (see Figure 38).
- Developed campground locations were:
 - North Campground (N=56)
 - Sunset Campground (N=39)
- Table 12 shows the number of nights that visitor groups spent in lodging inside the park.

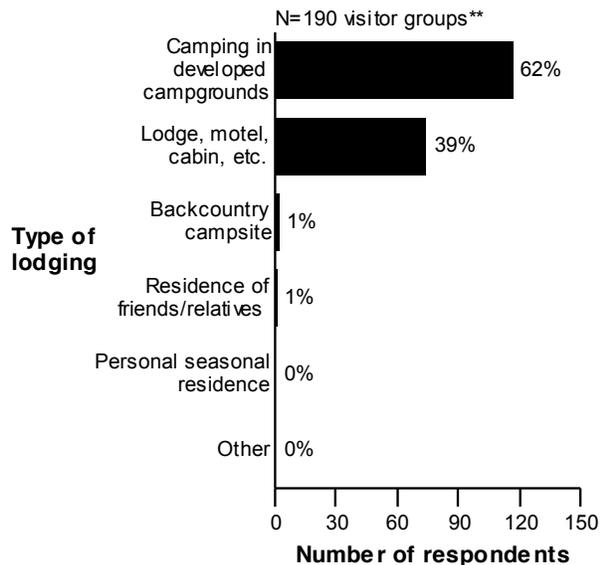


Figure 38: Lodging used inside the park

Table 12: Number of nights spent in lodging inside the park
 N=number of visitor groups

Type of lodging	N	Number of nights (%)			
		1	2	3	>4
Lodge, motel, cabin, rented condo/home, or B&B	74	55	32	11	1
Camping in developed campground	117	28	42	22	8
Backcountry campsite CAUTION!	2	50	50	-	-
Personal seasonal residence CAUTION!	0	-	-	-	-
Residence of friends or relatives - CAUTION!	1	100	-	-	-
Other - CAUTION!	0	-	-	-	-

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodging used in the area outside the park

Question 2c

In what types of lodging did you and your personal group spend the night(s) in the area outside the park (within 50 miles)?

Results

- 67% of visitor groups stayed in a lodge, motel, cabin, rented condo/home, or bed & breakfast (see Figure 39).
- 31% camped in a developed campground.
- “Other” types of lodging (2%) included:

- Lutherwood Camp
- Rest area
- Ruby's Inn
- RV park

- Table 13 shows the number of nights that visitor groups spent in lodging in the area outside the park (within 50 miles).

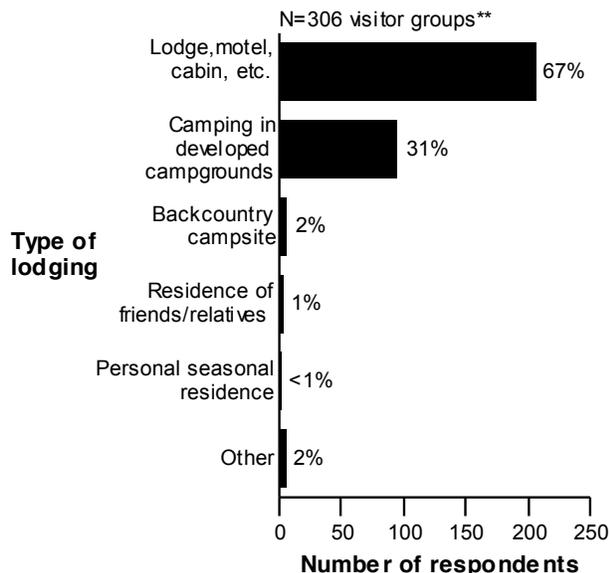


Figure 39: Lodging used in the area outside the park (within 50 miles)

Table 13: Number of nights spent in lodging outside the park
N=number of visitor groups

Type of lodging	N	Number of nights (%)			
		1	2 – 3	4 – 5	>6
Lodge, motel, cabin, rented condo/home, or B&B	206	46	47	4	3
Camping in developed campground	95	35	53	7	5
Backcountry campsite	6	33	50	17	-
CAUTION! Personal seasonal residence	1	-	100	-	-
CAUTION! Residence of friends or relatives - CAUTION!	3	-	-	-	100
CAUTION! Other - CAUTION!	4	50	-	-	50

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay

Question 6

On this visit to Bryce Canyon NP, how long did you and your personal group spend visiting the park?

Results

Number of hours if less than 24

- 32% of visitor groups spent four to five hours (see Figure 40).
- 27% spent eight or more hours.
- The average length of stay for visitor groups who spent less than 24 hours was 6.3 hours.

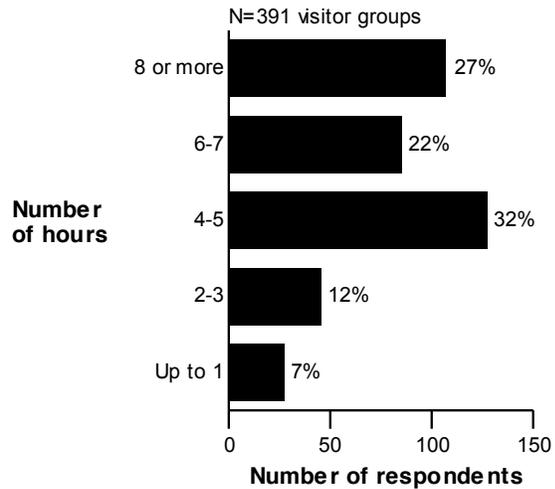


Figure 40: Number of hours spent visiting the park

Number of days if 24 hours or more

- 57% of visitor groups spent two days (see Figure 41).
- 20% spent three days.
- The average length of stay for visitor groups who spent more than 24 hours was 2.4 days.

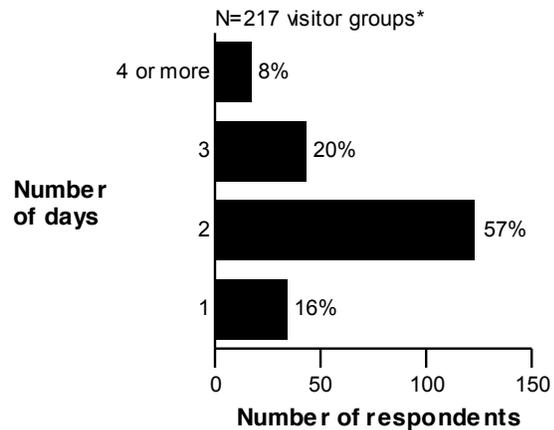


Figure 41: Number of days spent visiting the park

Average length of stay

- The average length of stay for all visitor groups was 24 hours, or 1 day.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 7a

On this visit, which of the following sites in Bryce Canyon NP did you and your personal group visit?

Results

- As shown in Figure 42, the most commonly visited sites by visitor groups at Bryce Canyon NP were:

89% Sunset Point
 84% Sunrise Point
 79% Visitor center

- The least visited site was:

13% Mossy Cave

- “Other” sites that were visited (9%) are shown in Table 14.

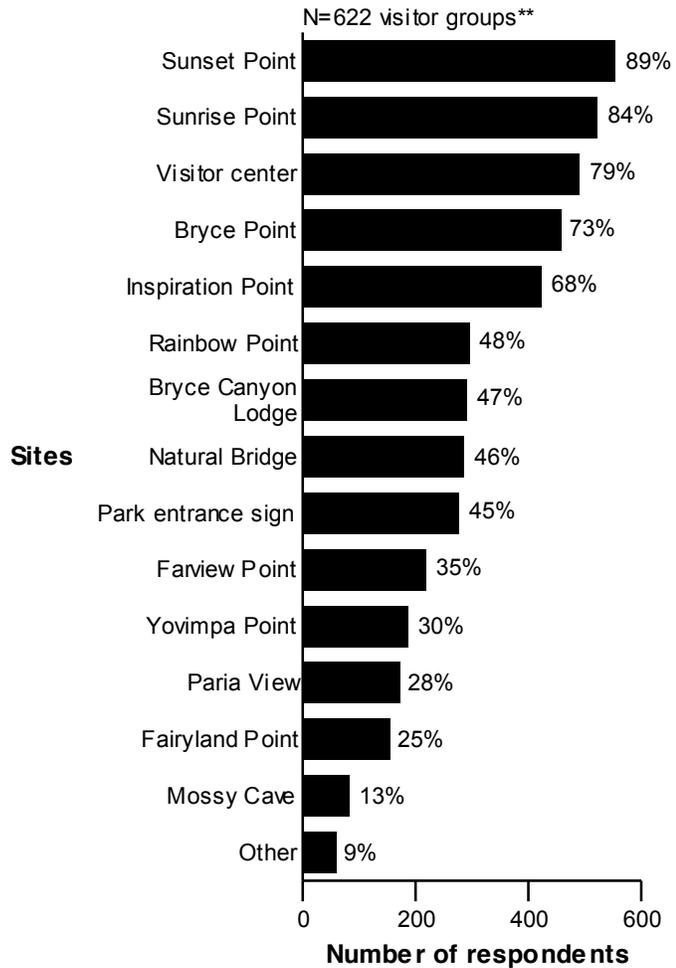


Figure 42: Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14: “Other” sites visited
N=82 comments

Site	Number of times mentioned
Navajo Loop Trail	25
Queens Garden	13
Agua Canyon	10
Swamp Canyon	4
Peek-A-Boo Trail	3
Ponderosa Point	3
Black Birch Canyon	2
Tower Bridge	2
Rim Trail	2
Unspecified canyon trail	2
All sites on shuttle stops	1
All views along 15 miles to Rainbow Point	1
Campgrounds	1
Fairyland Loop	1
Fee station	1
Horse trail	1
Mule corral	1
Prairie Dog Viewpoint	1
Red Canyon	1
Rim Road	1
Sunrise Trail	1
Two Bridges	1
Victoria Point	1
Walking through the hoodoos	1
Waterfalls	1
Yovimpa Springs	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited first

Question 7b

On this visit, which site in Bryce Canyon NP did you and your personal group visit first?

Results

- As shown in Figure 43, the sites that most visitor groups visited first were:

33% Visitor center
 17% Sunset Point
 15% Sunrise Point

- “Other” sites visited first (2%) were:

All sites on shuttle stops
 Aqua Canyon
 Black Birch Canyon
 Navajo Loop Trail
 Queens Garden Trail
 Swamp Canyon

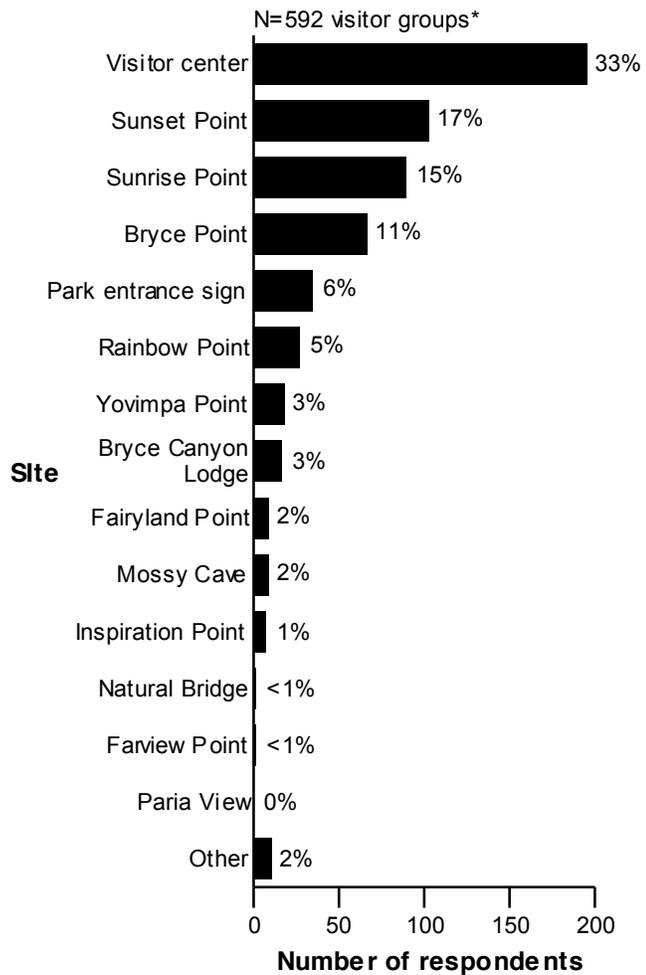


Figure 43: Sites visited first

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites enjoyed most

Question 7c

On this visit, which one of the above sites did you enjoy most?

Results

- As shown in Figure 44, the sites that visitor groups enjoyed most were:

26% Sunset Point
22% Bryce Point

- “Other” sites enjoyed most (6%) were:

Horseback ride into canyon
Navajo Trail
Peek-a-boo trail
Queen's Garden
Sunrise Trail
Victoria Point
Walking in the canyon
Walking through hoodoos

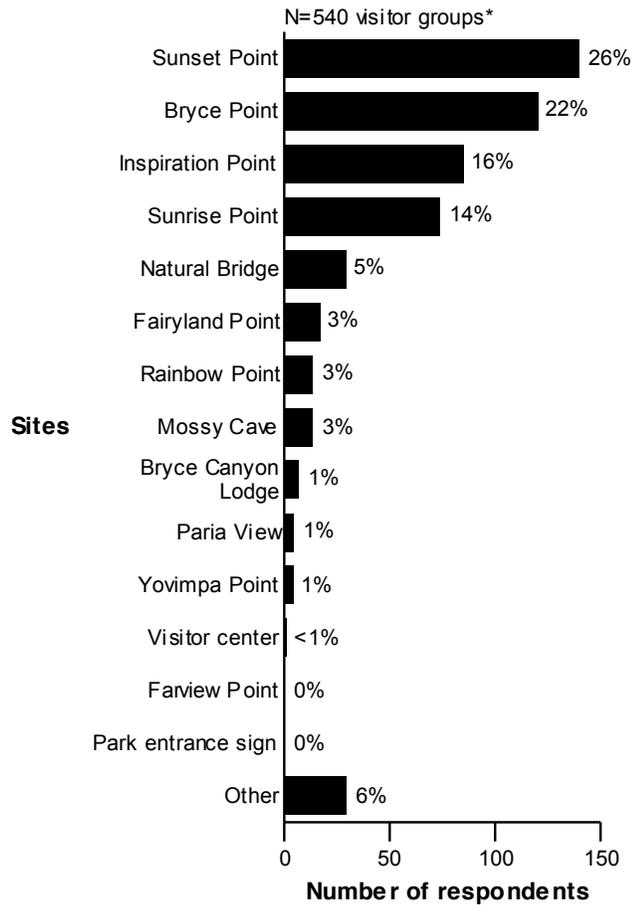


Figure 44: Sites enjoyed most

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expected activities

Question 5a

As you were planning your trip, which activities did you and your personal group expect to include on this visit?

Results

- As shown in Figure 45, the most common activities visitor groups expected to include on this visit were:

- 95% Sightseeing/scenic drive
- 90% Photography
- 71% Day hiking

- “Other” activities (3%) were:

- ATV riding
- Having lunch at lodge
- Junior Ranger program
- Rodeo
- Seeing movie about park
- Seeing prairie dogs
- Singing around campfire
- Swimming
- Visiting visitor center

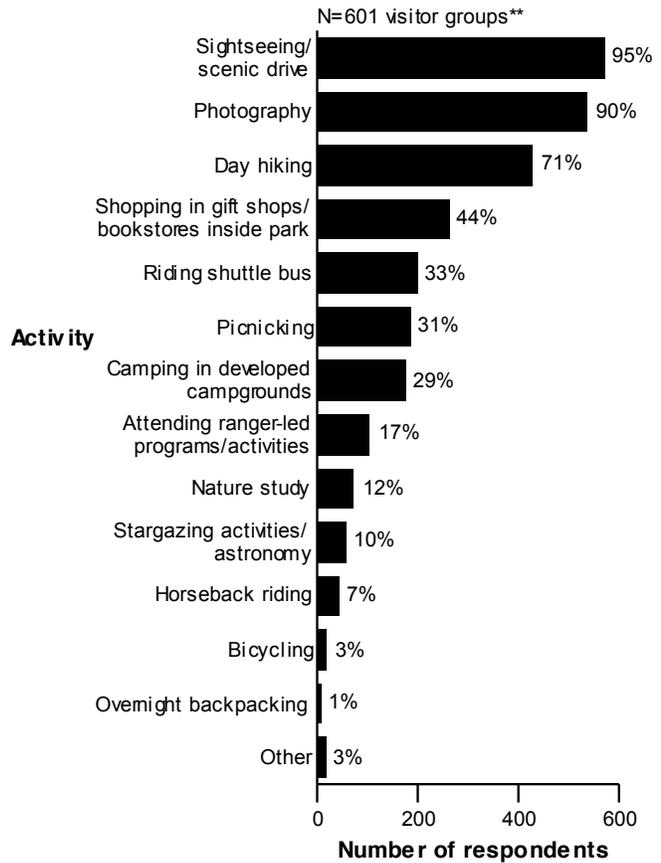


Figure 45: Expected activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 5b

On this visit, in which activities did you and your personal group participate?

Results

- As shown in Figure 46, the most common activities in which visitor groups participated were:

95% Sightseeing/scenic drive
 90% Photography
 70% Day hiking

- “Other” activities (3%) were:

ATV riding
 Checking out the facilities
 Dining in park
 Having lunch at lodge
 Junior Ranger program
 Singing around campfire
 Swimming
 Taking shower
 Viewing film at visitor center
 Visiting visitor center

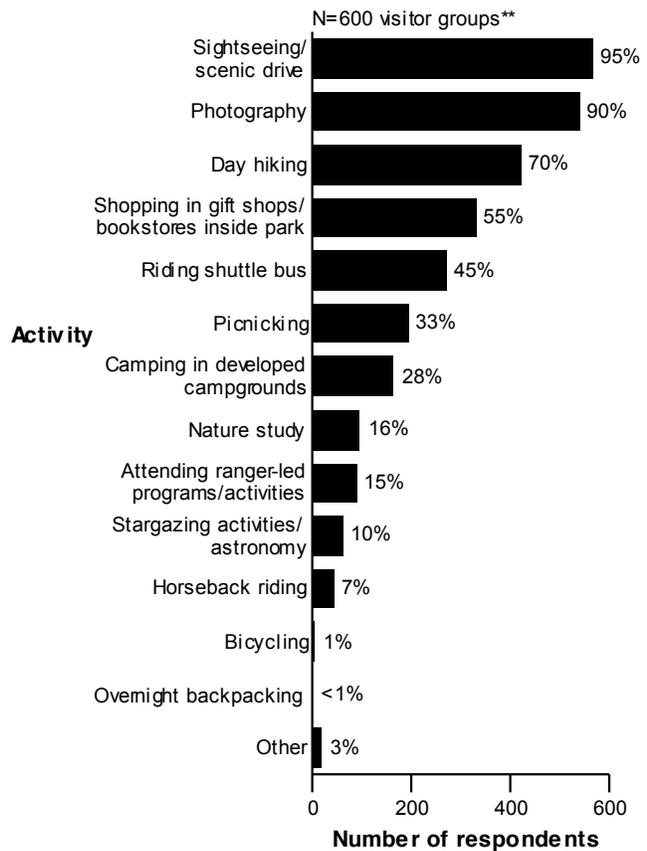


Figure 46: Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary activity on this visit

Question 5c

Which one of the above activities was the primary reason you and your personal group visited Bryce Canyon NP on this visit?

Results

- As shown in Figure 47, visitor groups' most common primary reasons for visiting Bryce Canyon NP were were:

67% Sightseeing/scenic drive
23% Day hiking

- “Other” activities (1%) included:

ATV riding
Checking out the facilities
Riding motorcycles

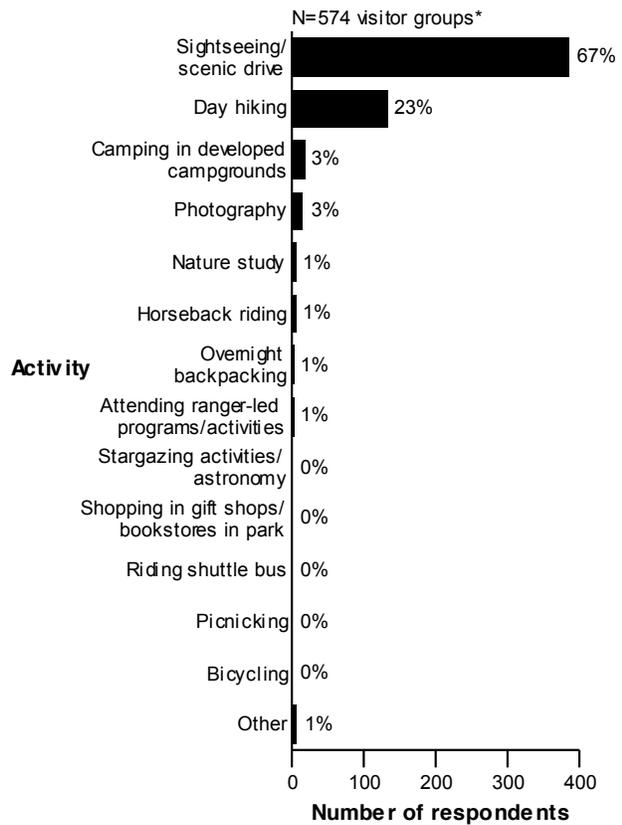


Figure 47: Primary activity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Hiking in the park

Question 4a

On this visit, did you and your personal group hike at Bryce Canyon NP?

Results

- 77% of visitor groups hiked in the park (see Figure 48).

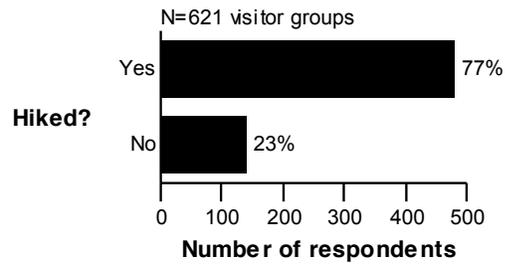


Figure 48: Visitor groups that hiked at Bryce Canyon NP

Question 4b

If YES, please describe the hiking you participated in.

Results

- 81% of visitor groups hiked below the canyon rim in the park (see Figure 49).
- 49% of visitor groups spent two to four hours hiking in the park (see Figure 50).

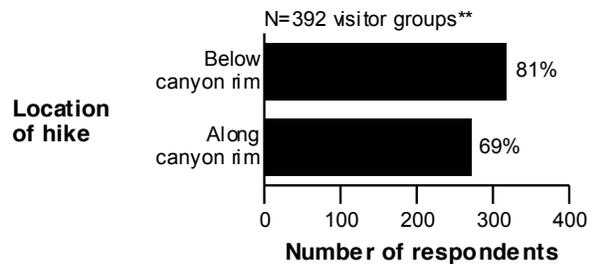


Figure 49: Location of hike

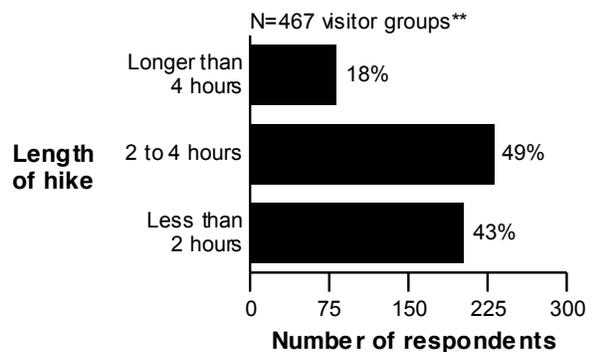


Figure 50: Length of hike

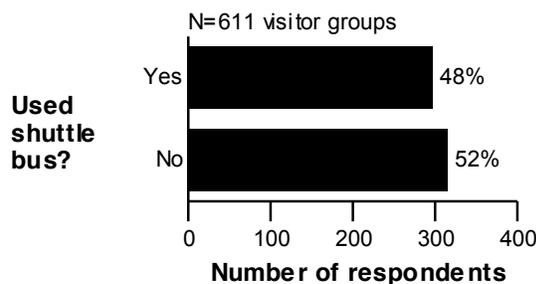
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of shuttle bus

Question 14a

Currently, Bryce Canyon NP provides a shuttle bus to transport visitors around the main park area from May to September. On this visit, did you and your personal group use the shuttle bus system?



Results

- 48% of visitor groups used the shuttle bus system (see Figure 51).

Figure 51: Visitor groups that used the shuttle bus system at Bryce Canyon NP

Question 14b

If NO, why not? (open-ended)

Results

- 272 visitor groups stated reasons for not using the shuttle bus (see Table 15).

Table 15: Reasons for not using the shuttle bus

N=286 comments;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Had our own car/vehicle	53
Prefer convenience of own car	35
Prefer to be independent/on own schedule	22
Lacked time	18
Traffic/crowding/parking is not bad	15
We walked/hiked	15
Visit was too short	13
Inconvenient to carry belongings onto shuttle	11
Shuttle doesn't go to all viewpoints/areas of interest	11
Traveling with children	10
Did not need shuttle transportation	8
Doesn't run early enough	7
Doesn't run often enough	7
Wanted to go to Rainbow Point	7
Not aware of the shuttle	6
Shuttle takes more time than driving	6
Doesn't run late enough	5
Prefer motorcycle ride	4
Shuttle is inconvenient	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Reasons for not using the shuttle bus
(continued)

Reason	Number of times mentioned
Shuttle is too crowded	4
Traveling with pet	4
Inconvenient to bring picnic/food on shuttle	3
Shuttle is hard to use for disabled	3
Staying at Bryce Canyon Lodge	3
Camped nearby the attraction	2
Rainy/stormy weather	2
Cost too high	1
Drove to campground	1
Had bad shuttle experience at Zion	1
Hiked from lodge	1
Husband didn't want to	1
Not required	1
No advantage to using shuttle	1
No Rim Trail	1
Not enough information about shuttle	1
One group member was sick	1
Shuttle is noisy/smelly	1
Stayed outside the park	1
Traveling with elderly passenger	1
Used a 12 passenger van	1
We have the right to go everywhere	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Vehicle parking

Question 14c

If YES, where did you park your vehicle before boarding the shuttle bus?

Results

- As shown in Figure 52, the most common parking locations were:

24% Ruby's Inn
21% Visitor center

- Table 16 shows the location of "other" parking places (23%).

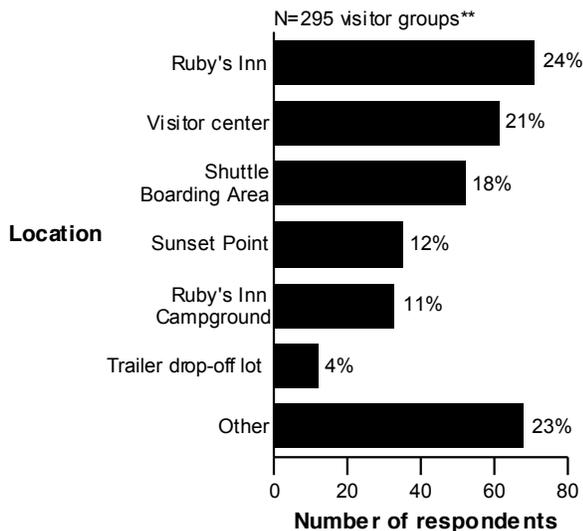


Figure 52: Parking locations before boarding the shuttle bus

Table 16: "Other" parking locations
N=69 comments

Location	Number of times mentioned
North Campground	24
Bryce Canyon Lodge	10
Bryce Point	8
Park campground	5
Sunrise Point	5
Sunset Campground	4
Bryce View Lodge	3
Inspiration Point	3
Best Western Grand Hotel	2
Fairyland	1
General Store	1
Mossy Cave	1
Museum	1
Park entrance	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Improving the shuttle system

Question 14d

How can the shuttle system and services be improved?

Results

- 205 visitor groups provided suggestions on how the shuttle system and services can be improved (see Table 17).

Table 17: Ways to improve the shuttle system and services

N=244 comments;
some visitor groups made more than one comment.

Improvements	Number of times mentioned
Fine as is	38
Extend service to entire park/more points	37
Increase frequency of buses	34
Extend bus schedule (earlier/later)	23
Improve information on bus routes/destinations	13
Eliminate private vehicles	10
More information/interpretation from drivers	8
Improve PA system	7
Increase bus capacity (reduce crowding)	6
Increase number of buses	6
Make shuttle mandatory	6
Use alternative fuel (hydrogen/propane)	6
Provide service to Rainbow Point	5
Improve to Zion's standards	4
Charge higher fees for private vehicle users	3
Add bus stop in campground	2
Route buses each direction at each stop	2
Increase shuttle parking	2
Promote/advertise shuttle system	2
Provide service to Yovimpa Point	2
Quieter buses	2
Reduce crowding on buses	2
Add shuttle stop at Ruby's Inn	1
Allow access for handicap vehicles	1
Allow dogs on buses	1
Board handicap/special needs passengers first	1
Did not know that we could use our car	1
Do not allow passengers to stand on bus	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Ways to improve the shuttle system and services
(continued)

Improvements	Number of times mentioned
Have shuttle stop at lodge	1
Increase number of restrooms	1
Install air conditioning	1
Install storage lockers at trailheads	1
Longer stops at viewpoints	1
Make buses environmentally friendly	1
Make clearer distinction between tour buses and shuttle buses	1
More access to locations in southern park	1
More detailed shuttle information on website	1
More friendly drivers	1
More good drivers	1
More information about restrooms on route	1
Offer kennel service	1
Provide food/water along route	1
Provide information in French	1
Provide shuttle maps/brochures	1
Reduce crowds waiting for shuttle	1
Restrict use of private vehicles	1
Some drivers unloaded passengers unsafely	1
Use smaller buses	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics learned on this visit

Question 11a

Bryce Canyon NP interpretive programs and exhibits discuss topics such as geology, American Indian culture/history, pioneer history, night skies/astronomy and plants/animals. Please indicate all the topics you learned about on this visit.

Results

- 67% of visitors learned about park topics on this visit (see Figure 53).
- As shown in Figure 54, the most common topics that visitors learned about on this visit were:

- 94% Geology
- 81% Plants/animals
- 72% Pioneer history

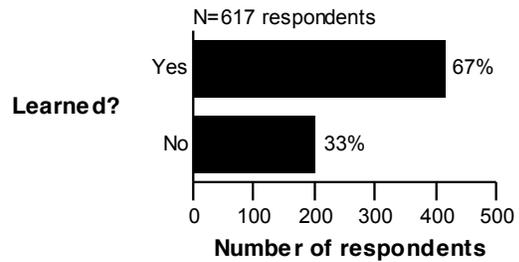


Figure 53: Visitors that learned about park topics on this visit

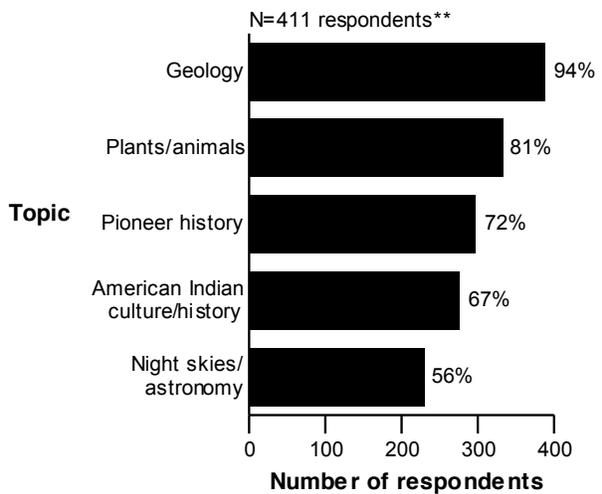


Figure 54: Topics that visitors learned about on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Improved understanding of park topics

Question 11b

Please indicate how much your level of understanding of each topic improved during your visit.

Results

- Figures 55-59 show how visitors' level of understanding of park topics changed during their visit.

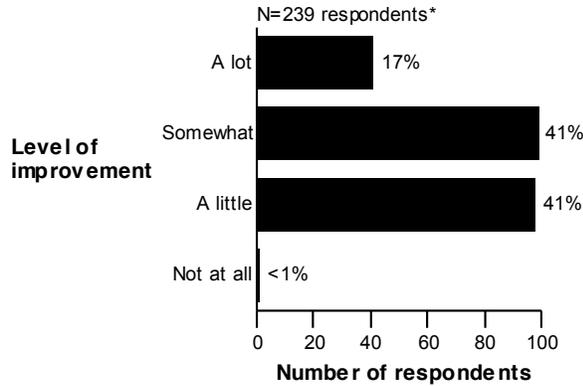


Figure 55: Understanding of American Indian culture/history

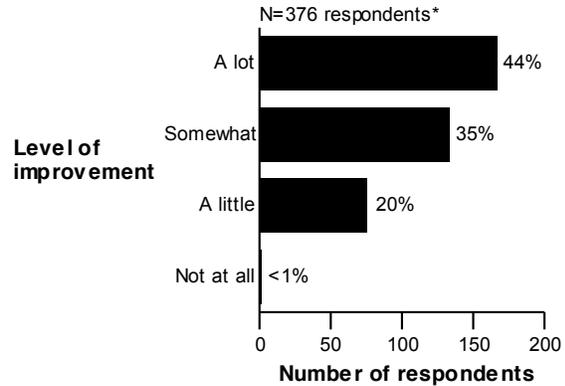


Figure 56: Understanding of geology

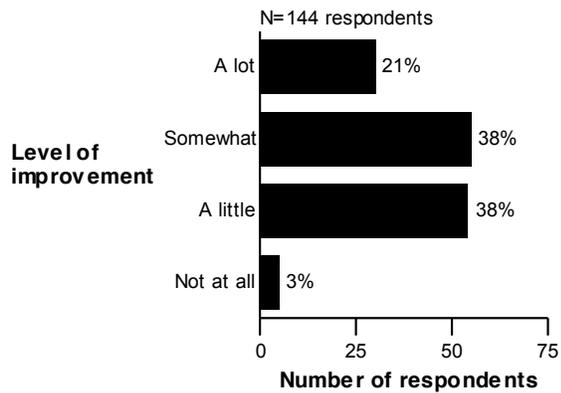


Figure 57: Understanding of night skies/astronomy

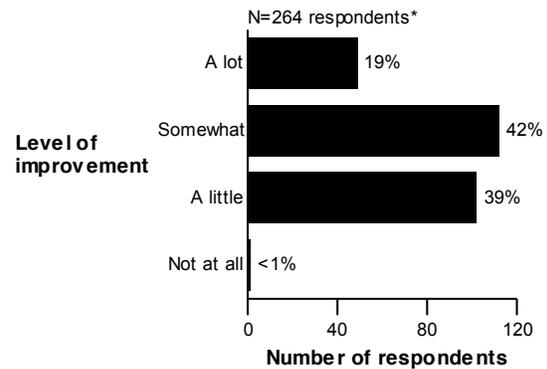


Figure 58: Understanding of pioneer history

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

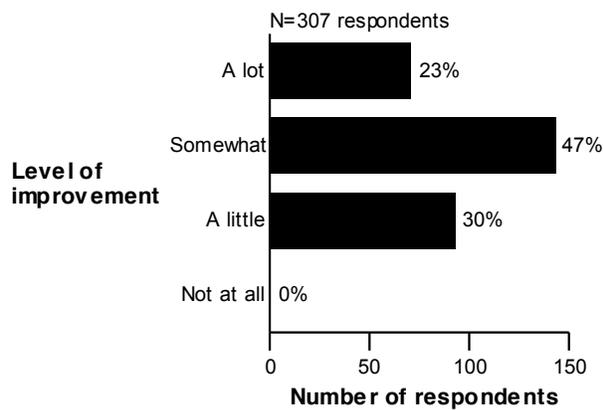


Figure 59: Understanding of plants/animals

Topics to learn on future visit

Question 11c

Next, indicate the topics you would be interested in learning more about on a future visit.

Results

- As shown in Figure 60, the most common topics that visitors were interested in learning more about were:

80% Geology
73% Plants/animals

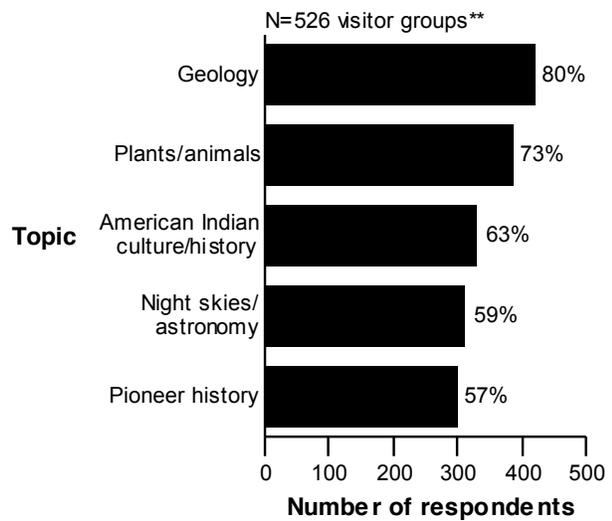


Figure 60: Topics visitors were interested in learning more about on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 11d

Please list any additional topics you and your personal group are interested in learning about Bryce Canyon National Park. (open-ended)

Results – Interpret with **CAUTION!**

- 21 visitor groups listed additional topics they were interested in learning about on a future visit (see Table 18).

Table 18: Additional topics to learn about
N=23 comments;
some visitor groups made more than one comment.
CAUTION!

Topic	Number of times mentioned
Information/programs in other languages	3
Human impact on the park today	2
Natural history	2
Relationships to national parks in the area	2
Forming of the different colors	1
History of the park	1
How it got its name	1
Lodge architecture	1
More about conservation of resources	1
More geology	1
More on history and culture	1
Natural fire/fire suppression	1
Photography in Bryce Canyon	1
Ranger duties/employment with NPS	1
Ten things that make Bryce Canyon unique	1
The future of the park	1
Time of change in Hoodoos	1
Why Bryce settled here	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Attributes and Resources

Information services and facilities used

Question 8a

Please indicate all information services and facilities that you and your personal group used within Bryce Canyon NP during this visit.

Results

- As shown in Figure 61, the most commonly used information services and facilities were:
 - 86% Park brochure/map
 - 60% Park newspaper
 - 49% Assistance from park staff
- The least used service/ facility was:
 - 5% Junior Ranger program

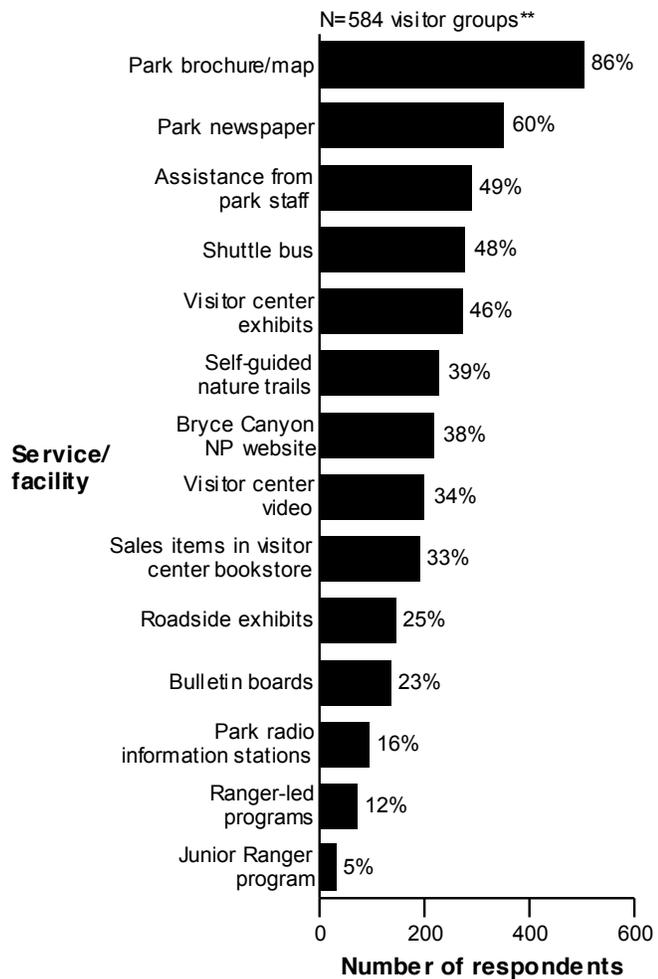


Figure 61: Information services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 8b

Next, for only those services and facilities that you and your personal group used, please rate their importance from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 62 shows the combined proportions of “extremely important” and “very important” ratings for information services and facilities that were rated by 30 or more visitor groups.

- The information services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 89% Park brochure/map
- 87% Self-guided nature trails
- 83% Shuttle bus

- Figures 63 to 76 show the importance ratings for each information service and facility.

- The information service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 18% Park radio information station

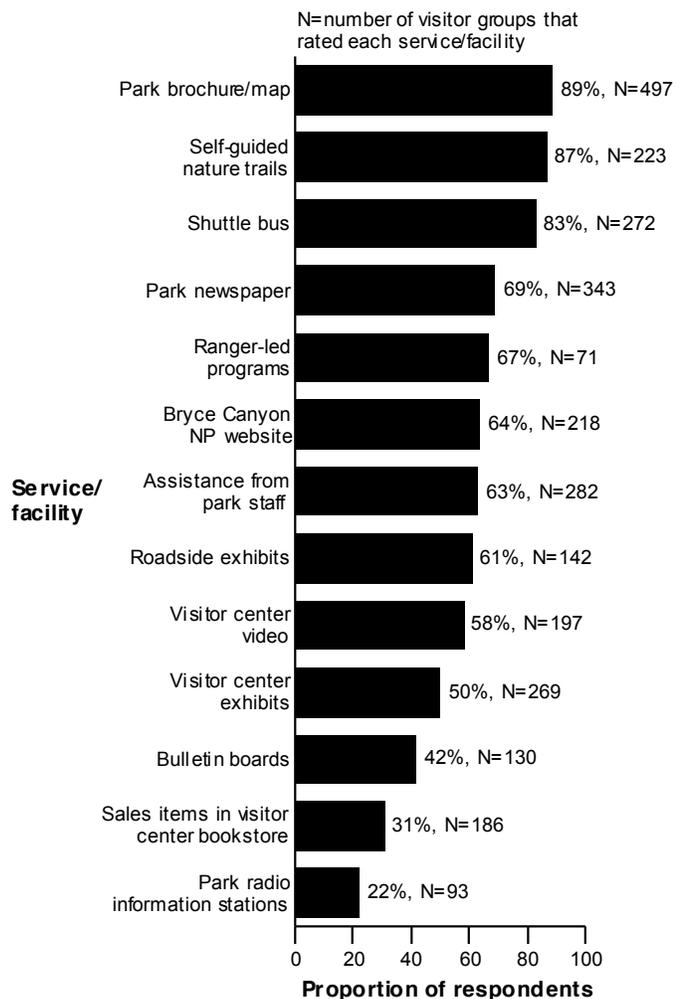


Figure 62: Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

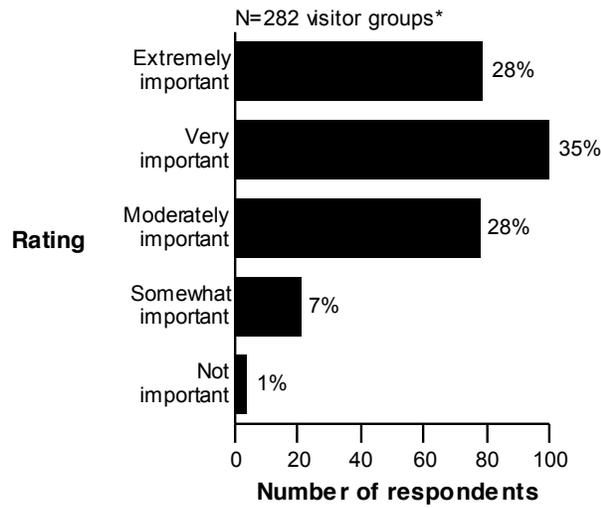


Figure 63: Importance of assistance from park staff

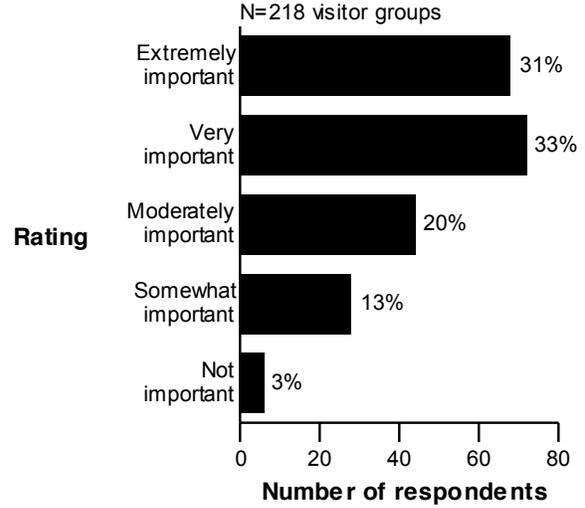


Figure 64: Importance of Bryce Canyon NP website (www.nps.gov/brca)

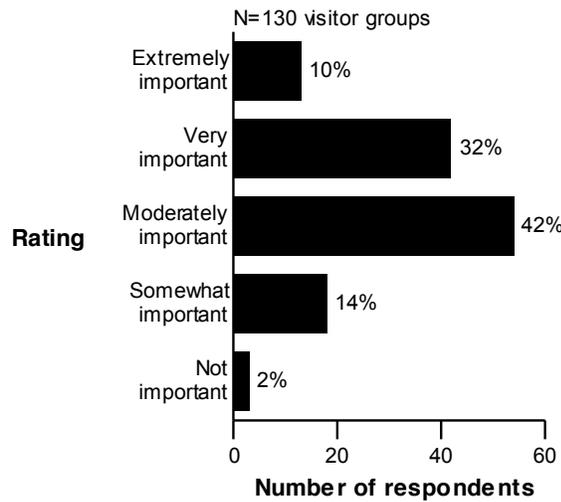


Figure 65: Importance of bulletin boards

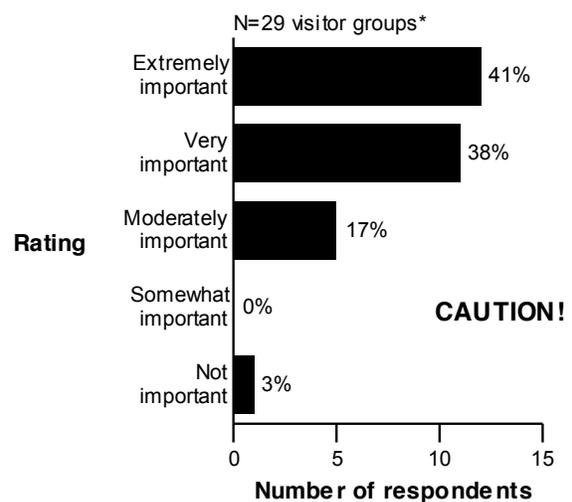


Figure 66: Importance of Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

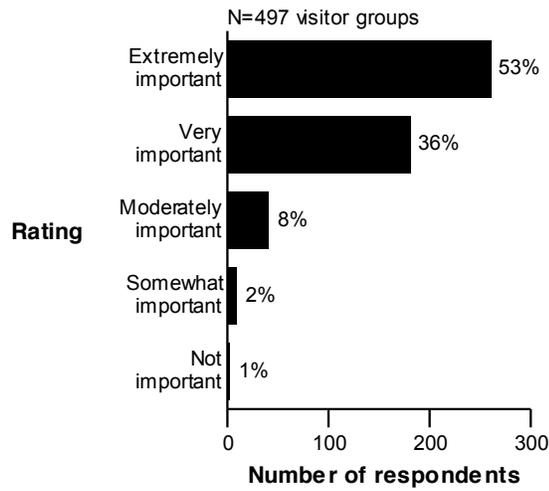


Figure 67: Importance of park brochure/map

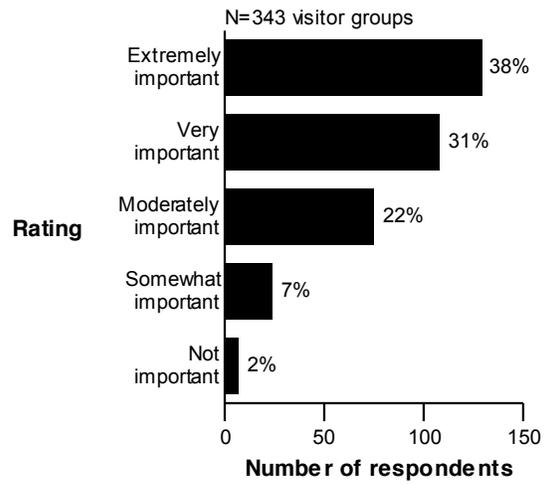


Figure 68: Importance of park newspaper – The Hoodoo

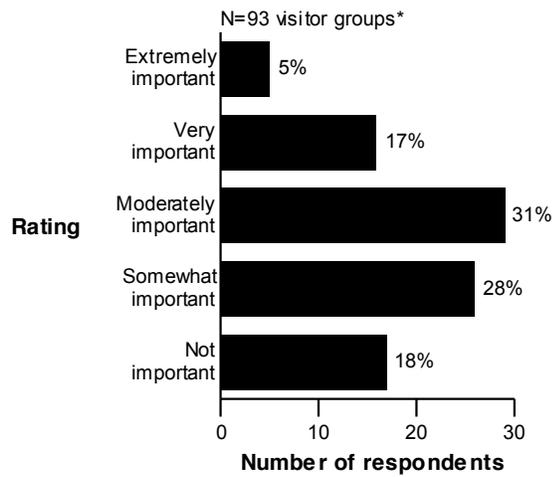


Figure 69: Importance of park radio information stations

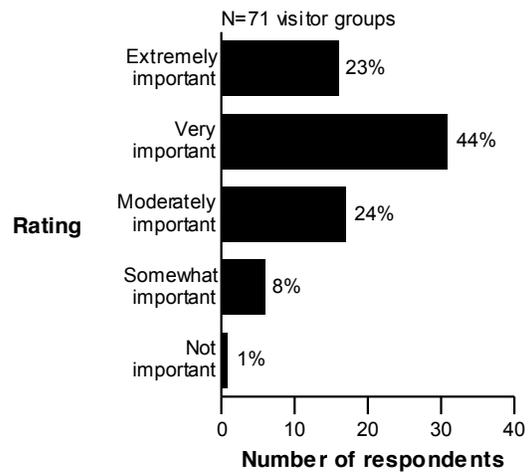


Figure 70: Importance of ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

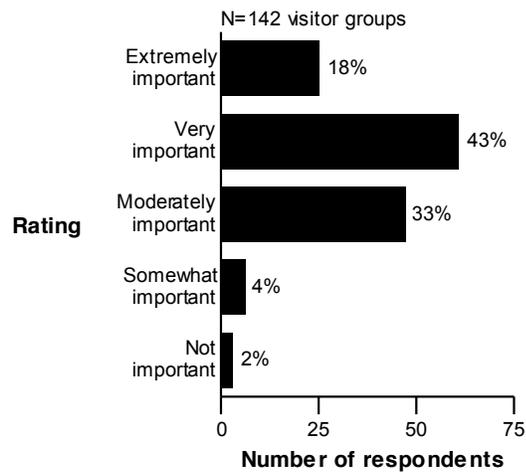


Figure 71: Importance of roadside exhibits

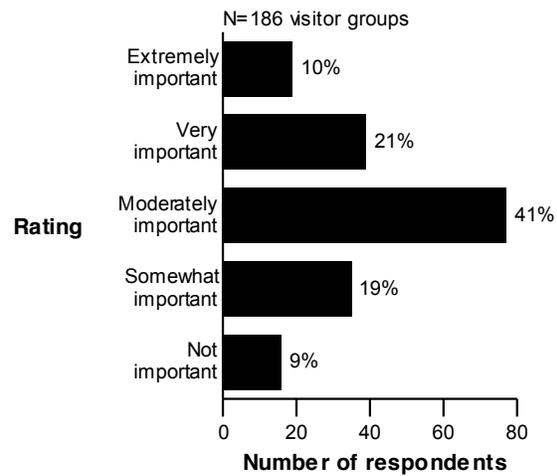


Figure 72: Importance of sales items in visitor center bookstore (selection, price, etc.)

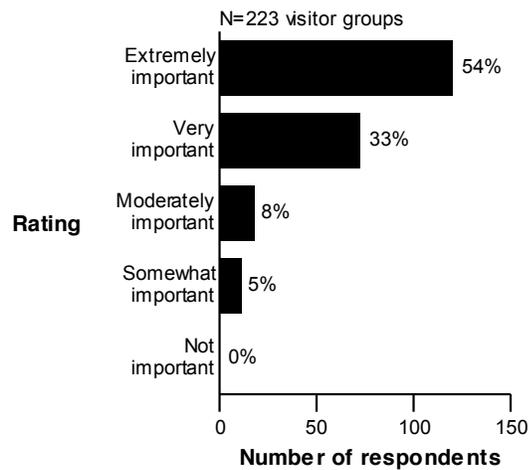


Figure 73: Importance of self-guided nature trails

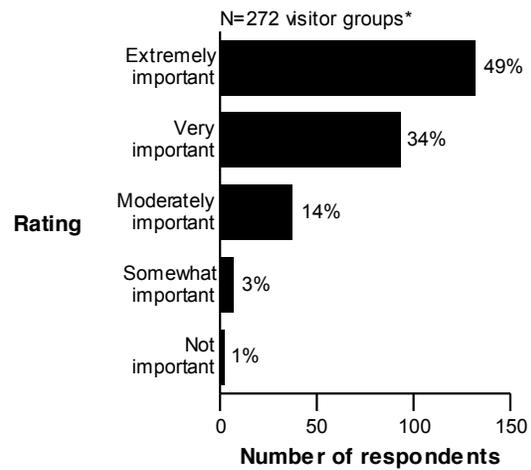


Figure 74: Importance of shuttle bus

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

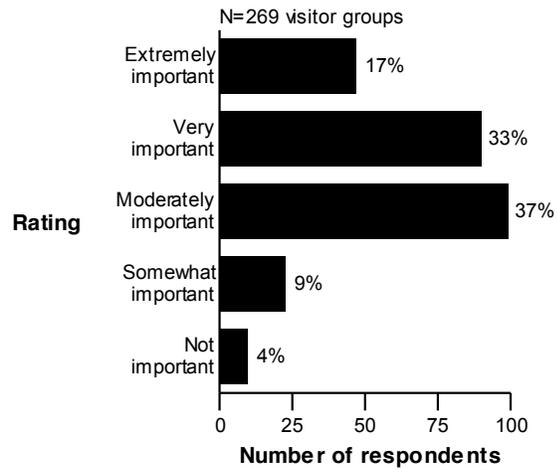


Figure 75: Importance of visitor center exhibits

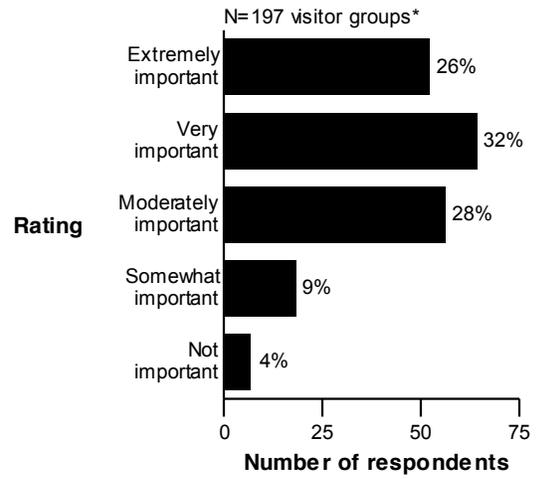


Figure 76: Importance of visitor center video

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 8c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 77 shows the combined proportions of “very good” and “good” quality ratings for information services and facilities that were rated by 30 or more visitor groups.

- The information services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 94% Park brochure/map
- 92% Assistance from park staff
- 90% Visitor center video

- Figures 78 to 91 show the quality ratings for each information service and facility.

- The information service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups were:

- 11% Park radio information stations

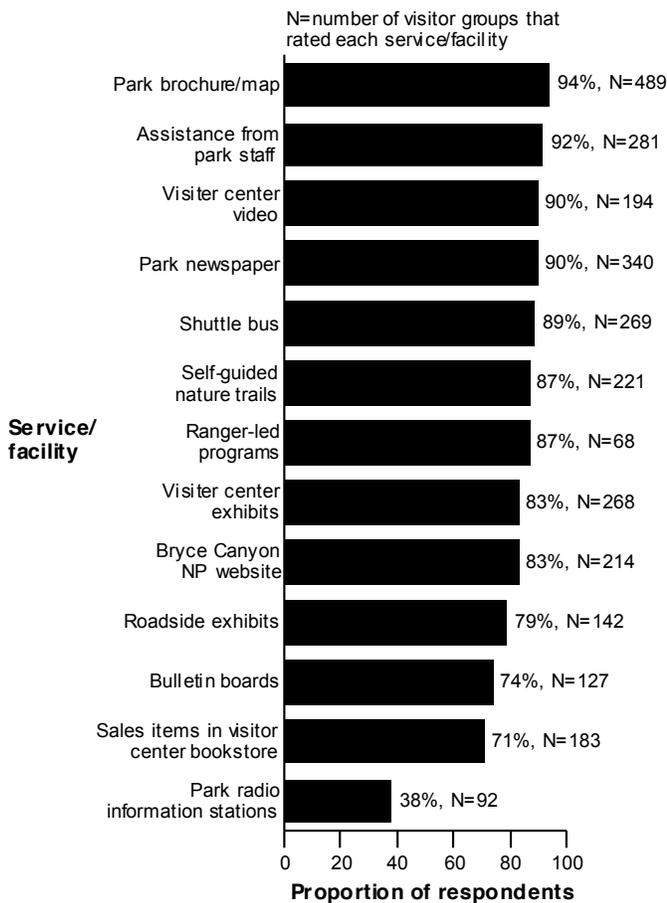


Figure 77: Combined proportions of “very good” and “good” quality ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

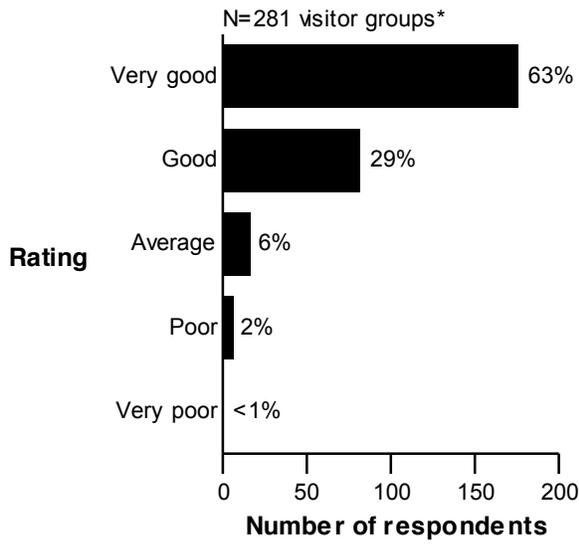


Figure 78: Quality of assistance from park staff

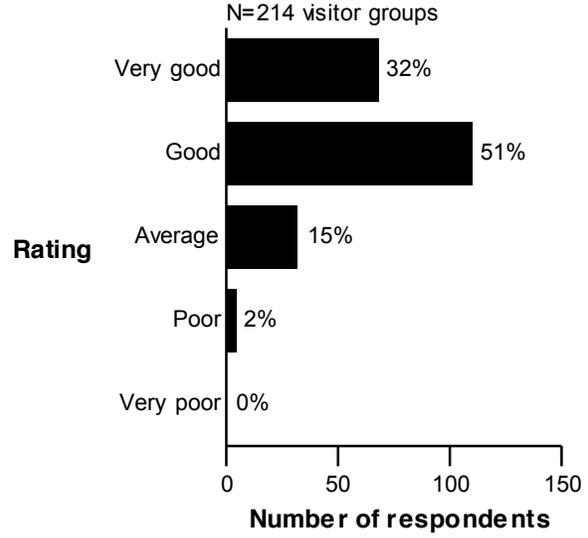


Figure 79: Quality of Bryce Canyon NP website (www.nps.gov/brca)

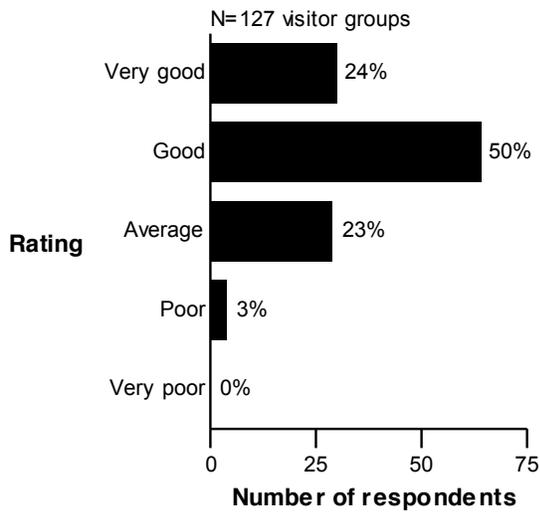


Figure 80: Quality of bulletin boards

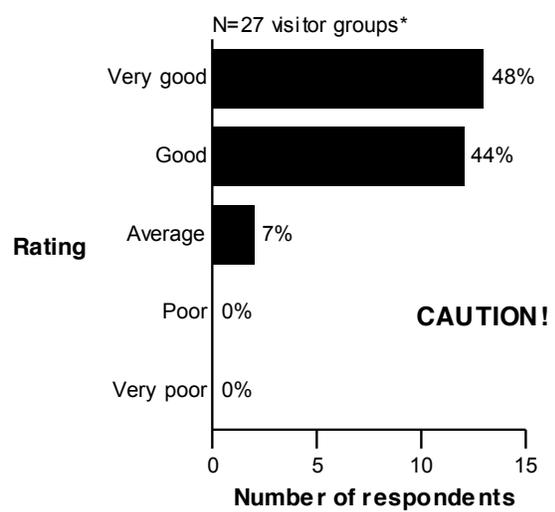


Figure 81: Quality of Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

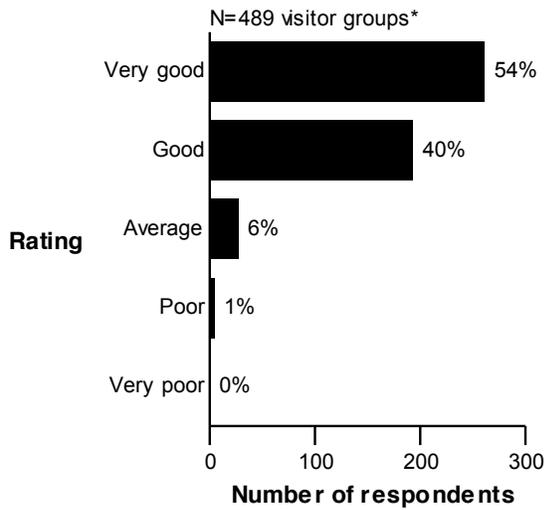


Figure 82: Quality of park brochure/map

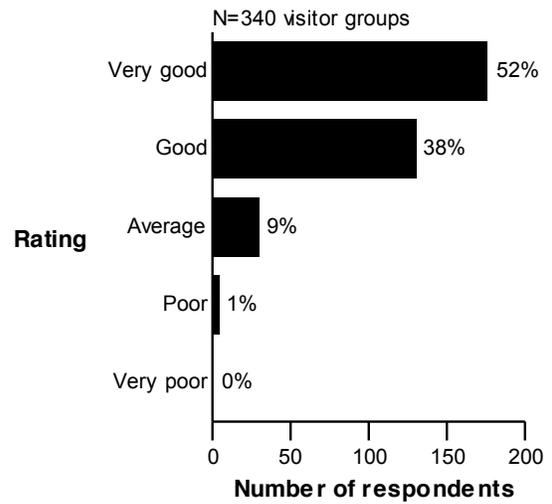


Figure 83: Quality of park newspaper – *The Hoodoo*

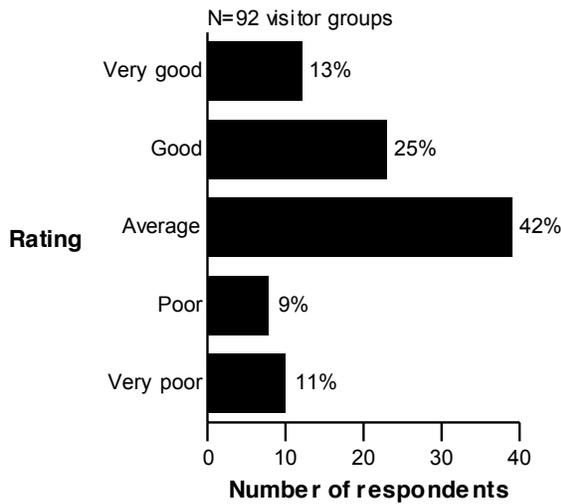


Figure 84: Quality of park radio information stations

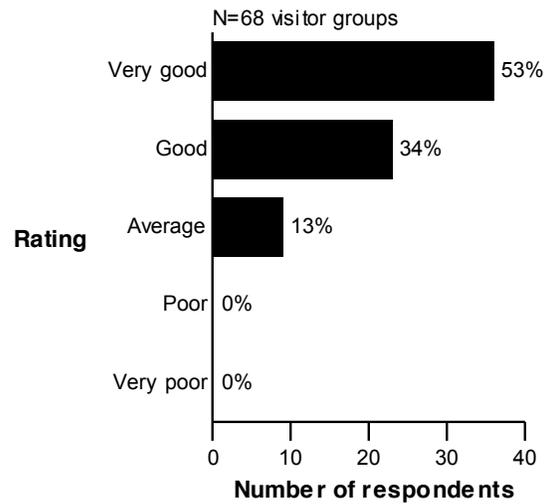


Figure 85: Quality of ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

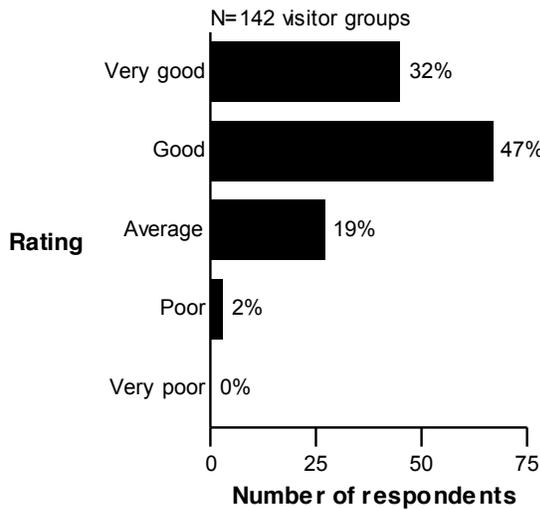


Figure 86: Quality of roadside exhibits

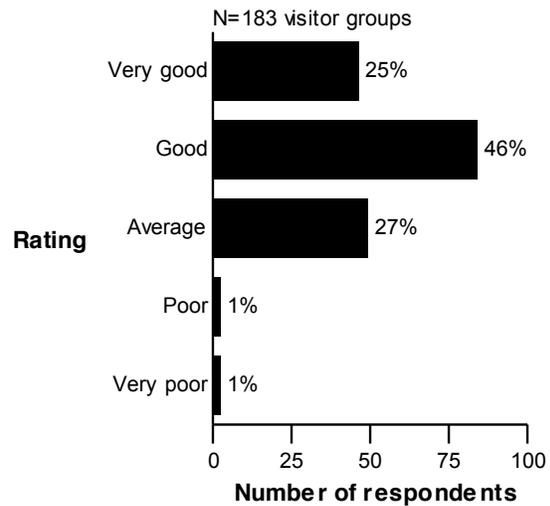


Figure 87: Quality of sales items in visitor center bookstore (selection, price, etc.)

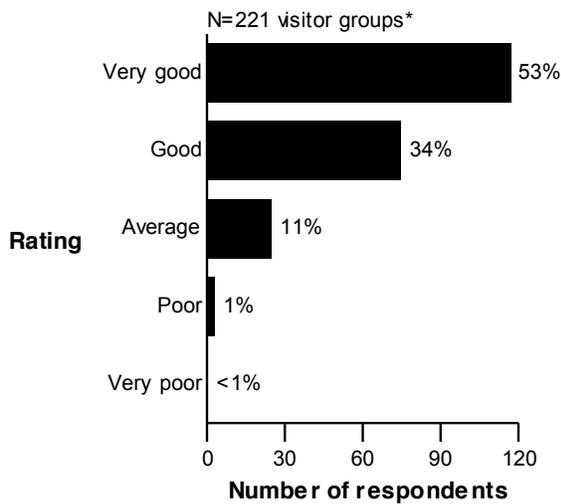


Figure 88: Quality of self-guided nature trails

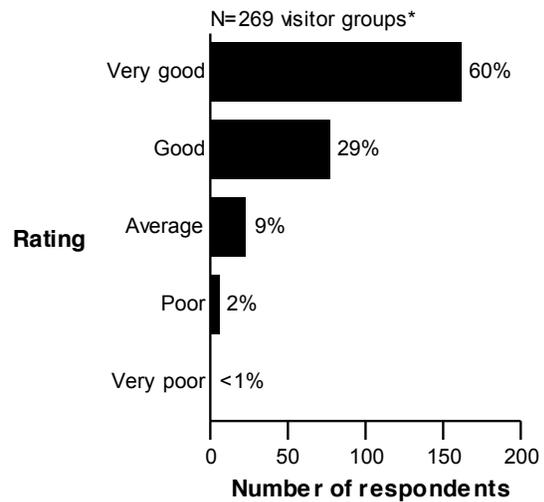


Figure 89: Quality of shuttle bus

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

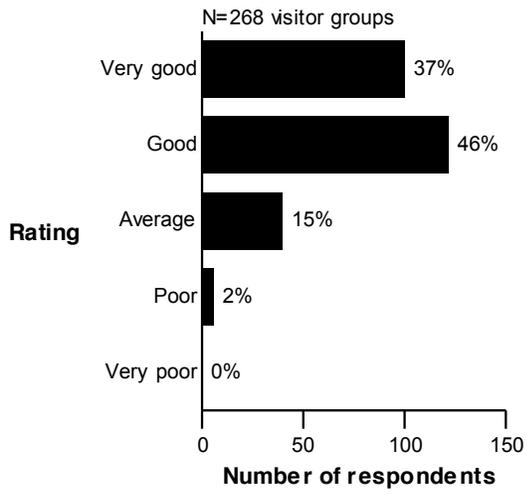


Figure 90: Quality of visitor center exhibits

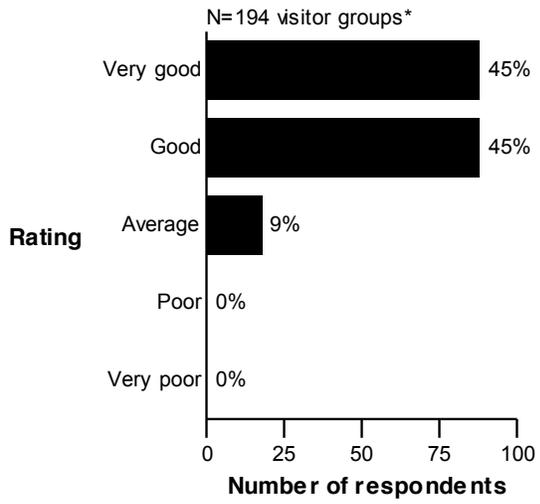


Figure 91: Quality of visitor center video exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for information services and facilities

- Figures 92 and 93 show the mean scores of importance and quality ratings for all information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average with the exception of the park radio information stations.

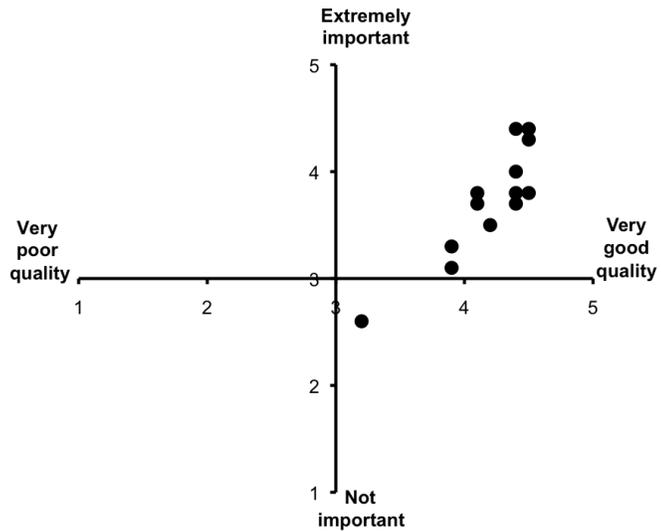


Figure 92: Mean scores of importance and quality ratings for information services and facilities

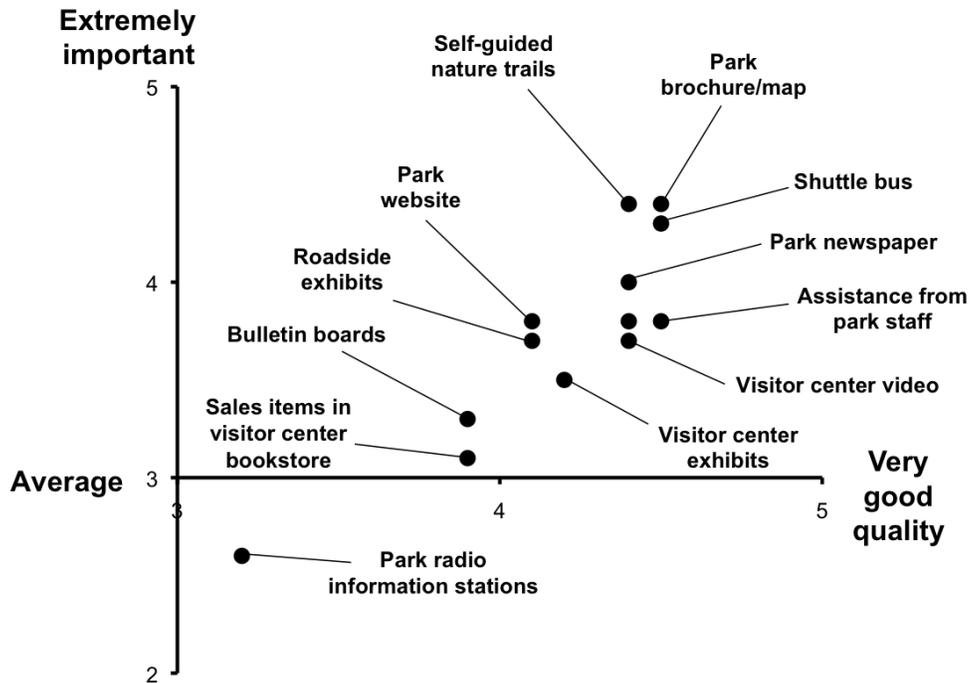


Figure 93: Detail of Figure 92

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 9a

Please indicate all visitor services and facilities that you and your personal group used within Bryce Canyon NP during this visit.

Results

- As shown in Figure 94, the most commonly used visitor services and facilities were:

84% Restrooms
 74% Parking areas
 72% Trails

- The least used service/facility was:

2% Backcountry campsites

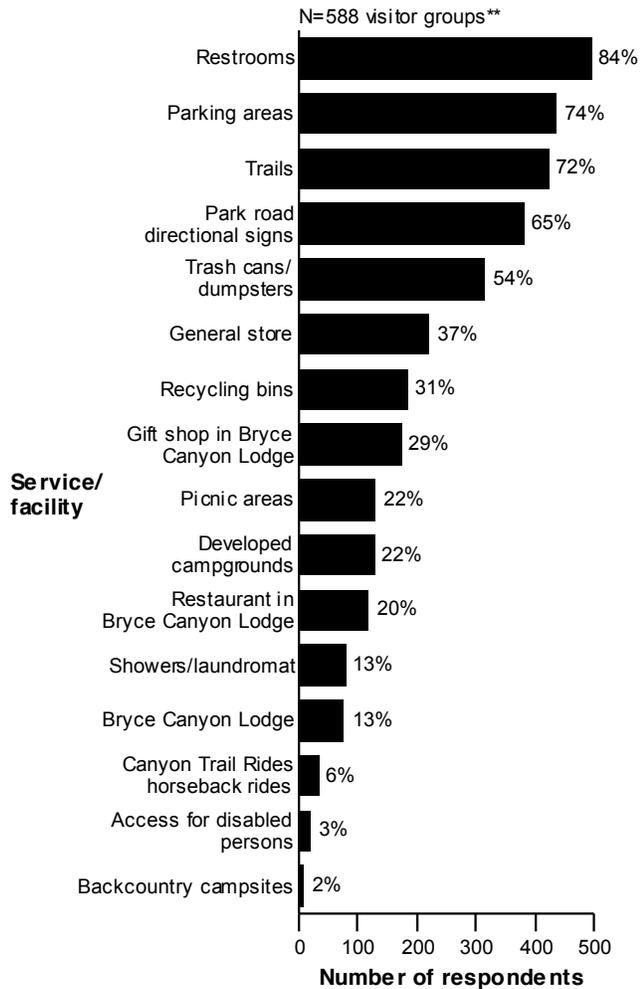


Figure 94: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 9b

Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1 to 5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 95 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 96% Trails
- 95% Developed campgrounds
- 94% Restrooms

- Figures 96 to 111 show the importance ratings for each visitor service and facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 12% Access for disabled persons

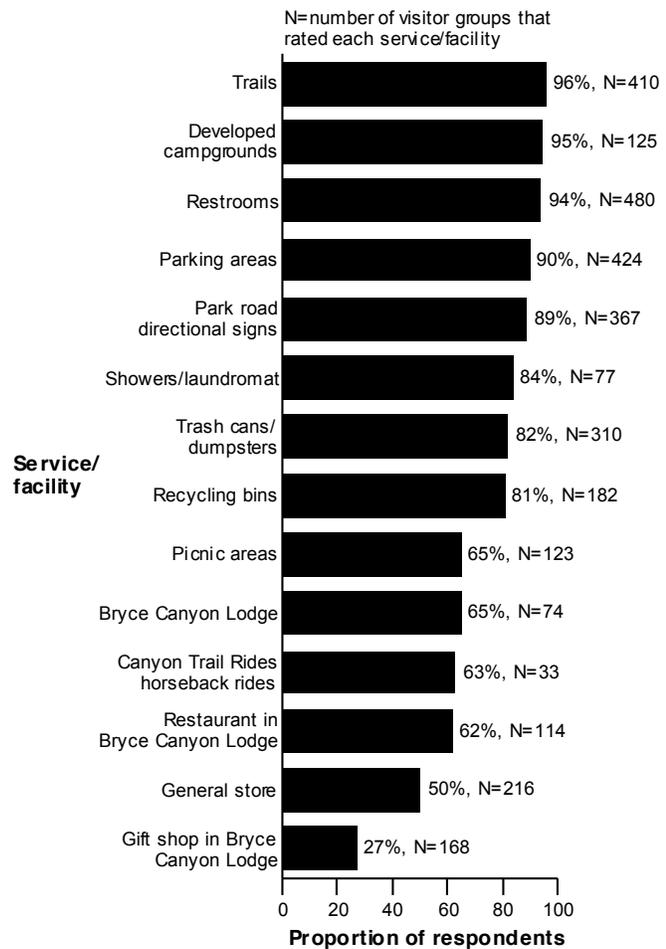


Figure 95: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

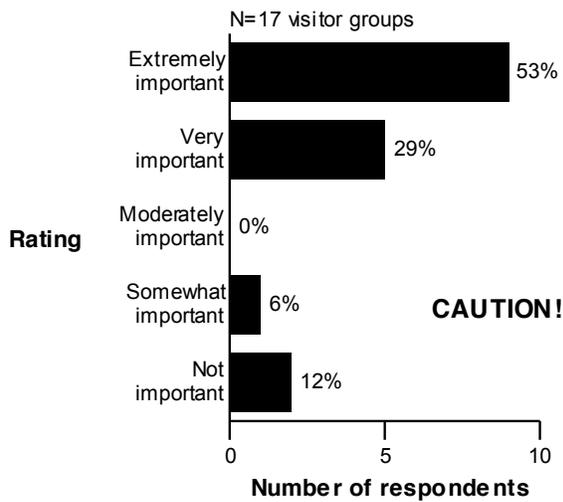


Figure 96: Importance of access for disabled persons

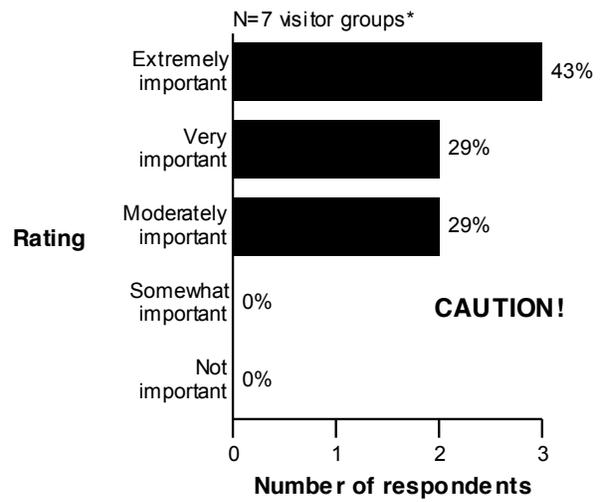


Figure 97: Importance of backcountry campsites

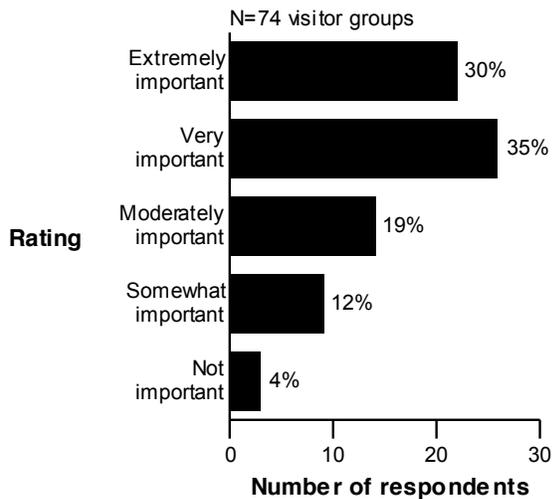


Figure 98: Importance of Bryce Canyon Lodge (not including gift shop or restaurant)

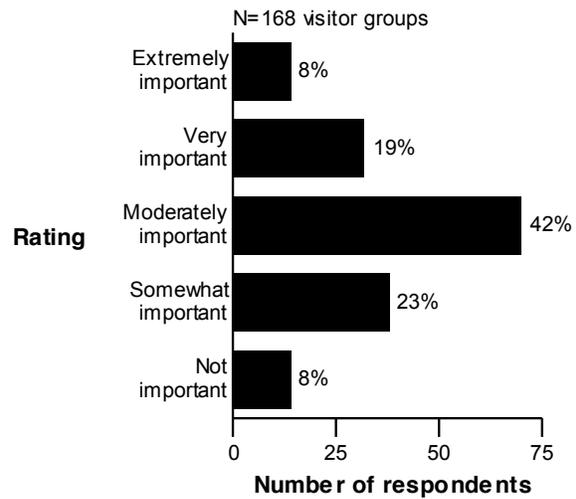


Figure 99: Importance of gift shop in Bryce Canyon Lodge

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

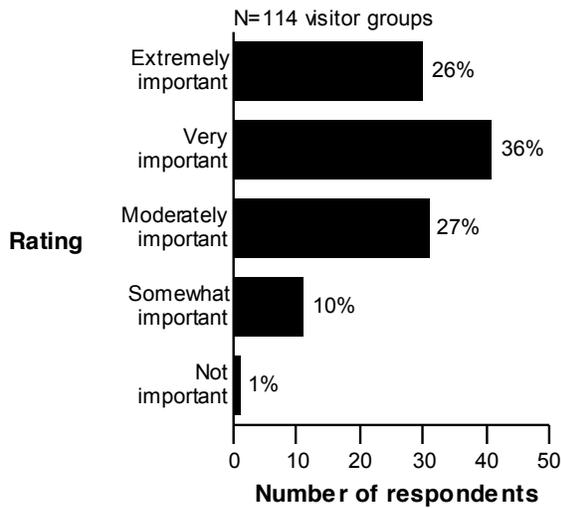


Figure 100: Importance of restaurant in Bryce Canyon Lodge

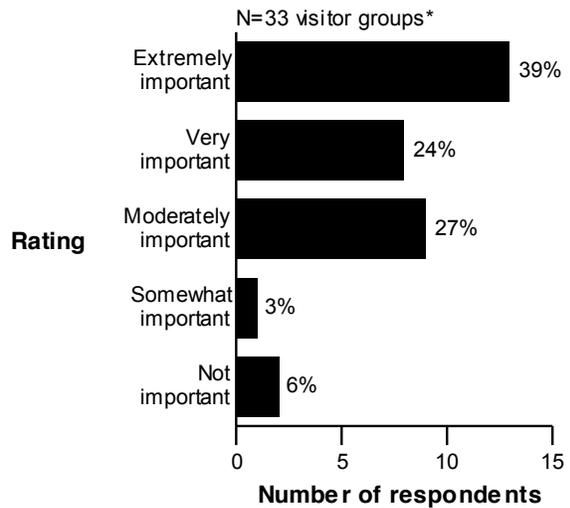


Figure 101: Importance of Canyon Trail Rides horseback rides

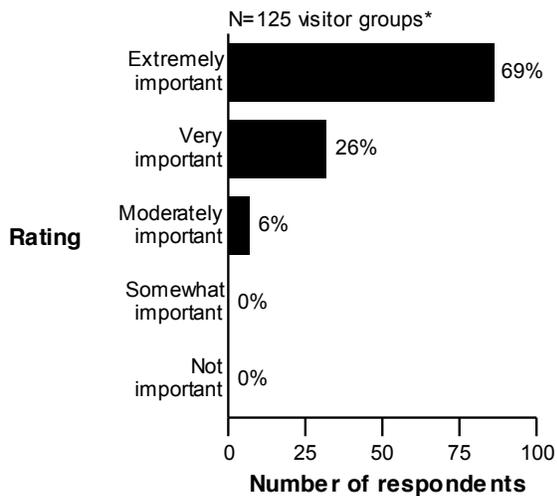


Figure 102: Importance of developed campgrounds

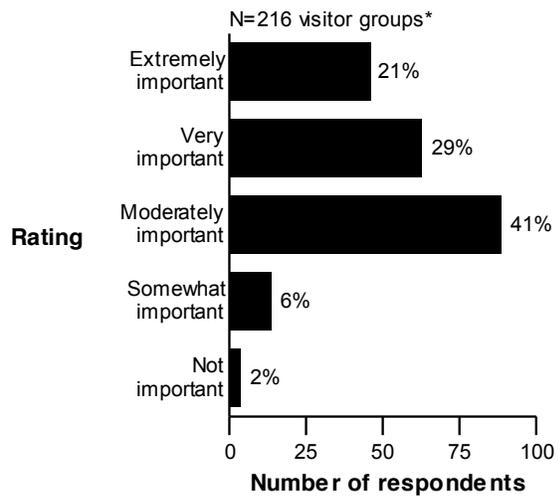


Figure 103: Importance of general store

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

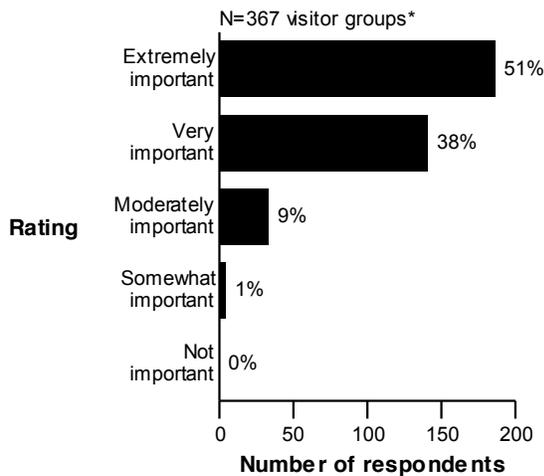


Figure 104: Importance of park road directional signs (inside park)

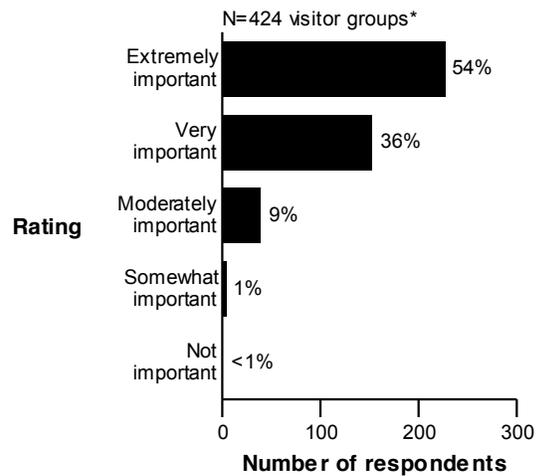


Figure 105: Importance of parking areas

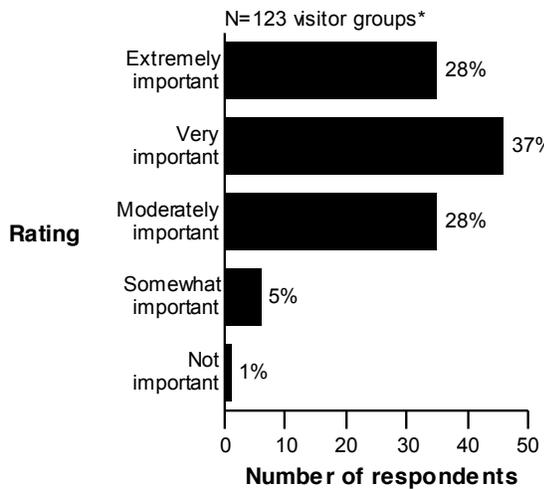


Figure 106: Importance of picnic areas

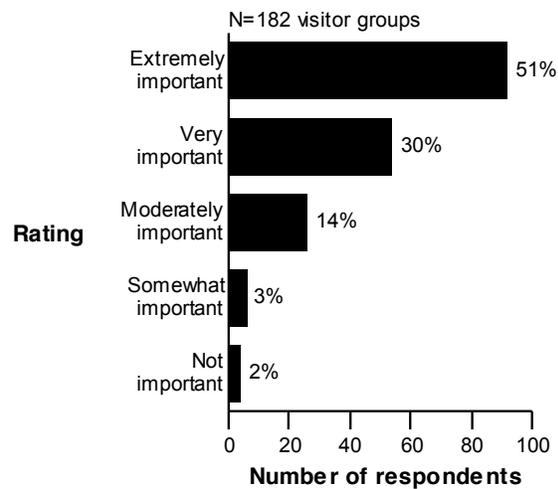


Figure 107: Importance of recycling bins

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

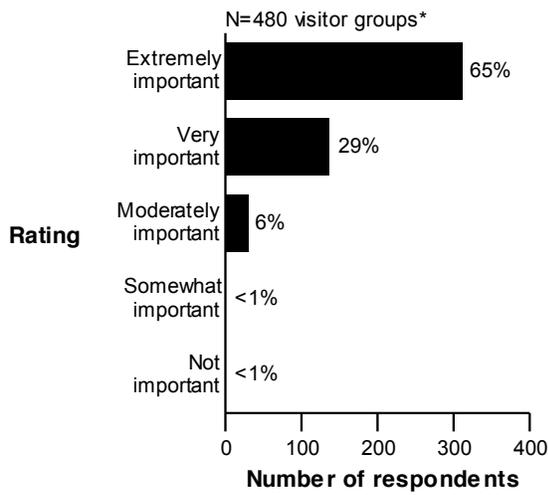


Figure 108: Importance of restrooms

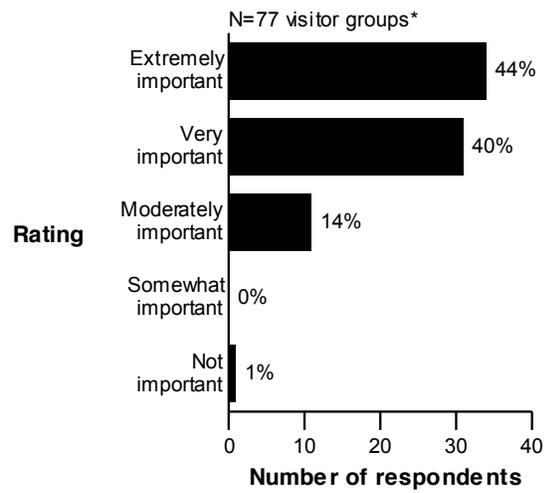


Figure 109: Importance of showers/laundromat

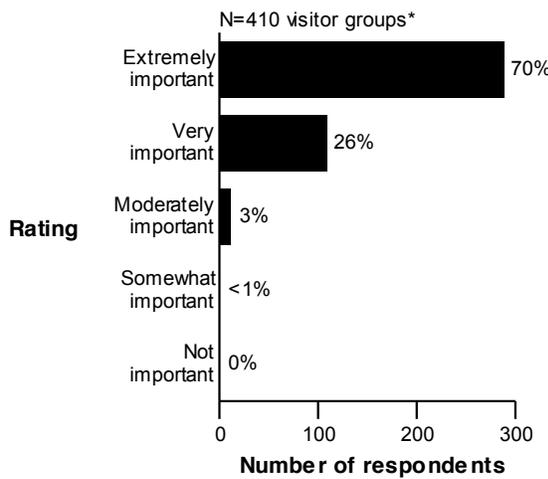


Figure 110: Importance of trails

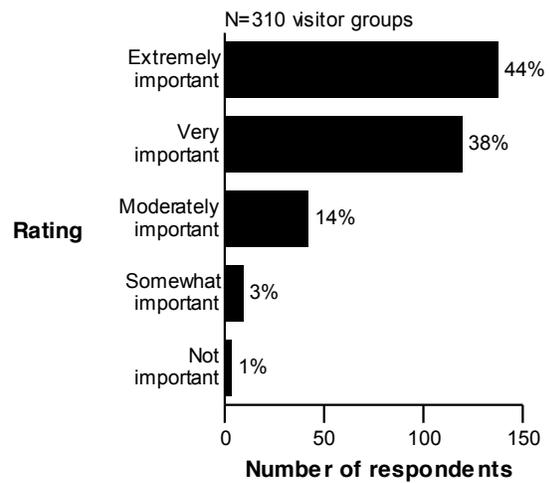


Figure 111: Importance of trash cans/dumpsters

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 9c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 112 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 97% Trails
- 97% Canyon Trail Rides horseback rides
- 86% Parking areas

- Figures 113 to 128 show the quality ratings for each visitor service and facility.

- The visitor services and facilities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups were:

- 1% Showers/laundromat
- 1% Parking areas

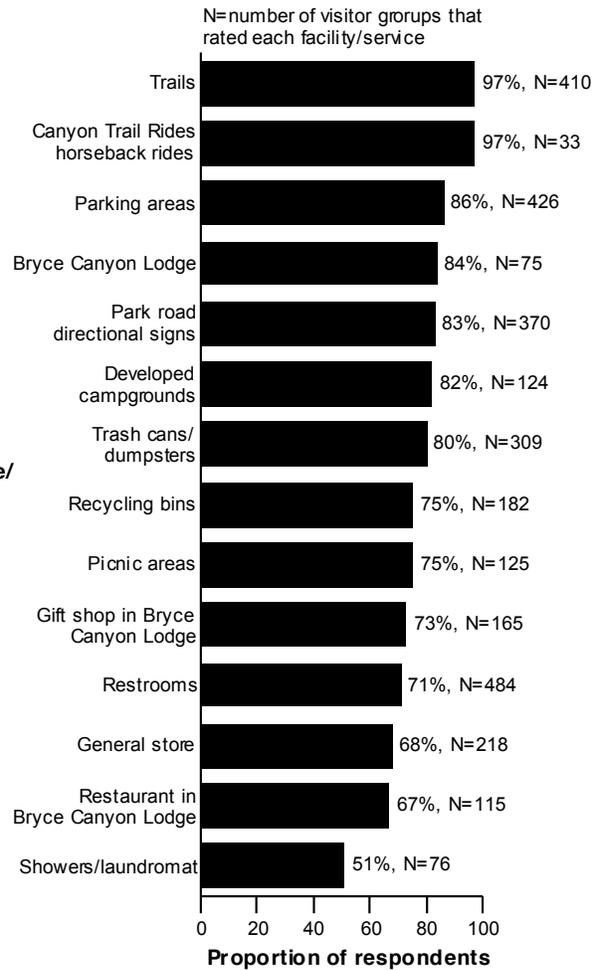


Figure 112: Combined proportions of “very good” and “good” quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

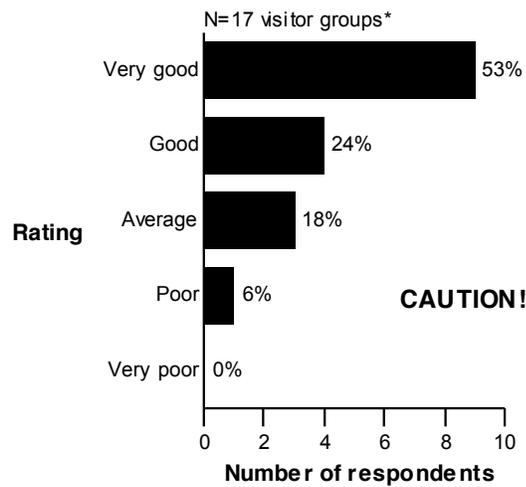


Figure 113: Quality of access for disabled persons

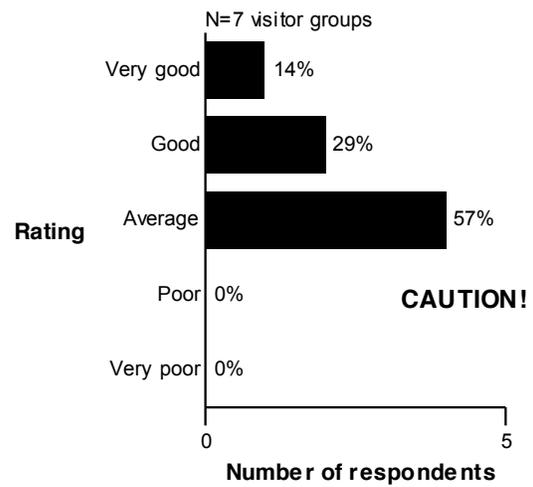


Figure 114: Quality of backcountry campsites

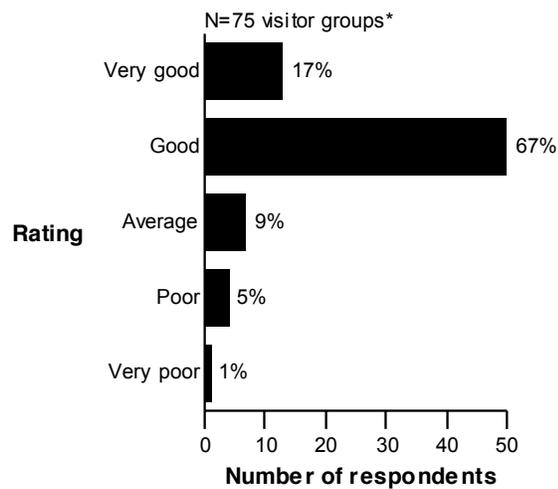


Figure 115: Quality of Bryce Canyon Lodge (not including gift shop or restaurant)

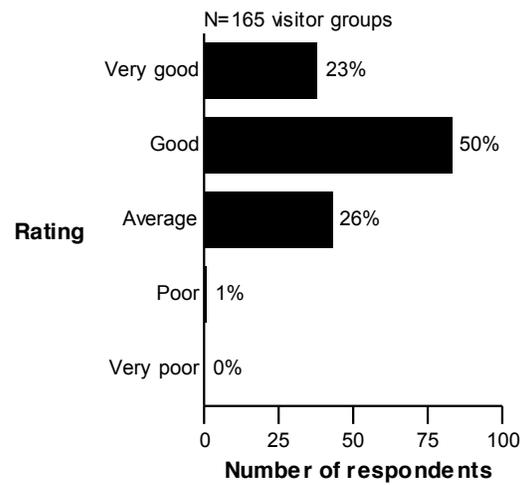


Figure 116: Quality of gift shop in Bryce Canyon Lodge

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

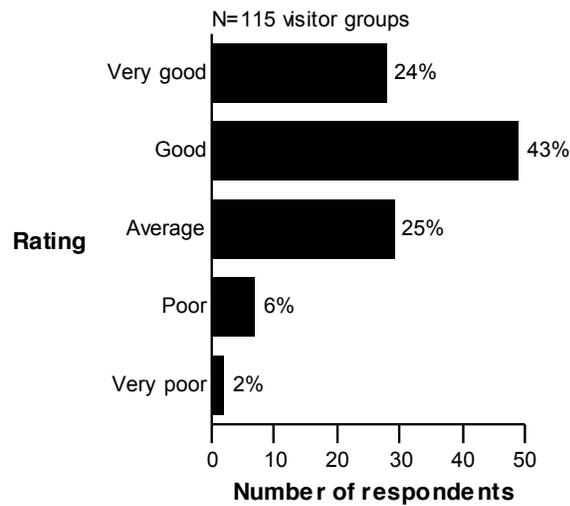


Figure 117: Quality of restaurants in Bryce Canyon Lodge

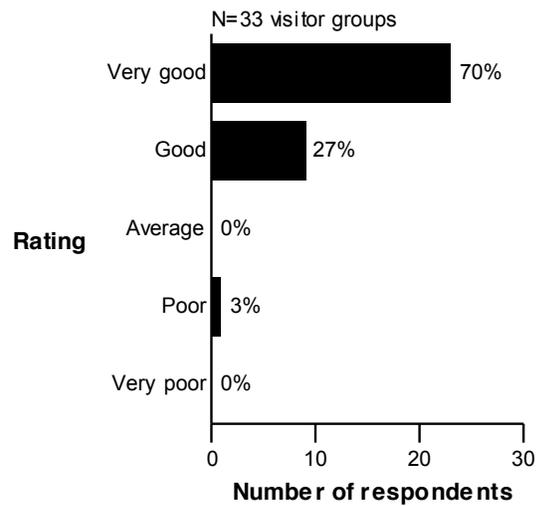


Figure 118: Quality of Canyon Trail Rides horseback rides

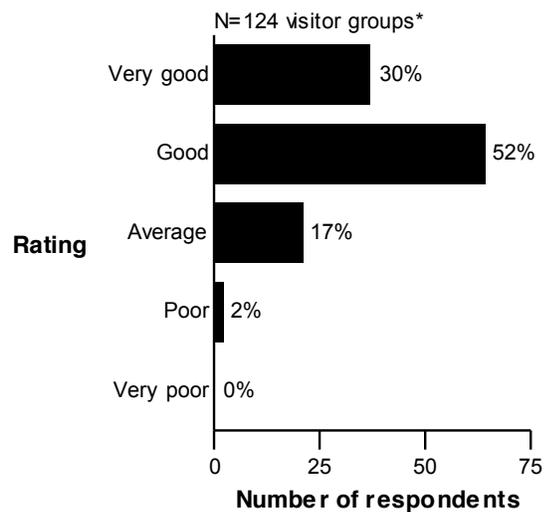


Figure 119: Quality of developed campgrounds

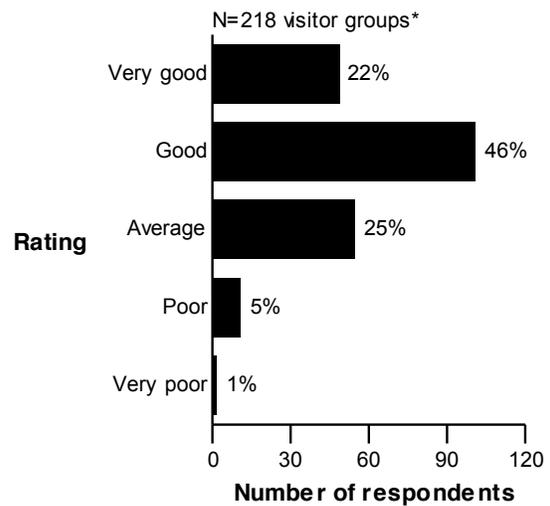


Figure 120: Quality of general store

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

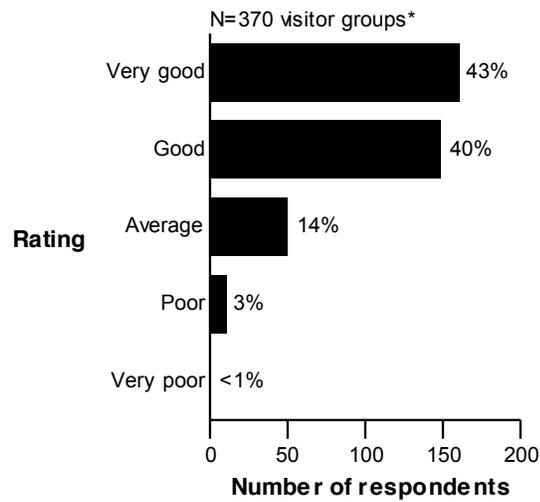


Figure 121: Quality of park road directional signs (inside park)

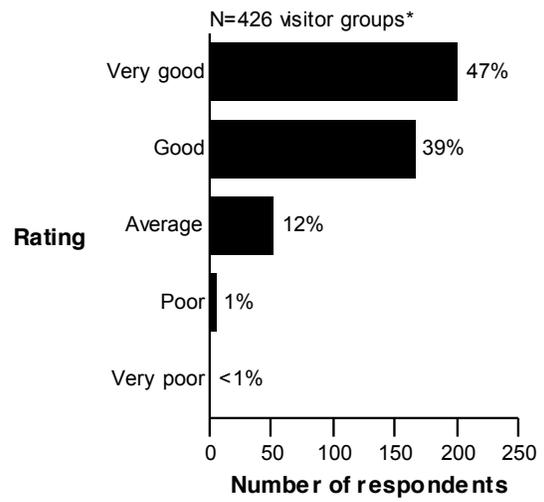


Figure 122: Quality of parking areas

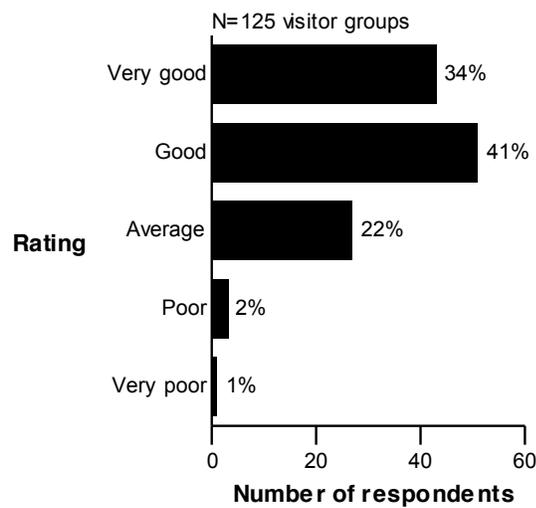


Figure 123: Quality of picnic areas

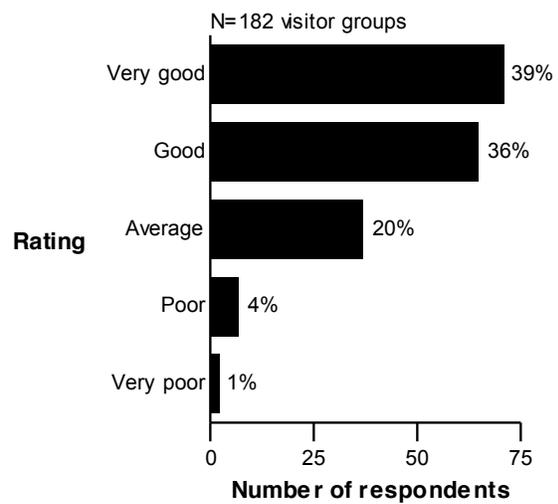


Figure 124: Quality of recycling bins

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

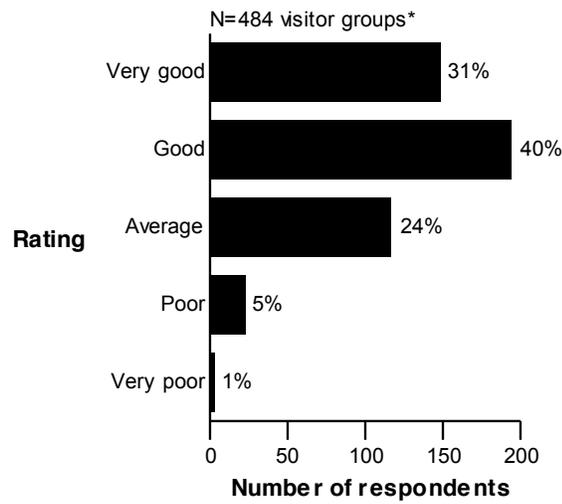


Figure 125: Quality of restrooms

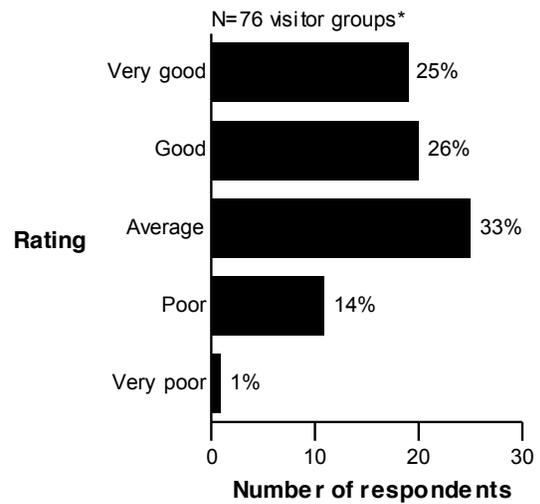


Figure 126: Quality of showers/laundromat

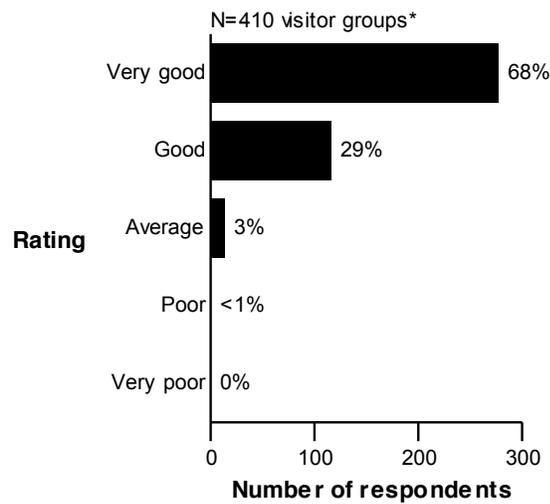


Figure 127: Quality of trails

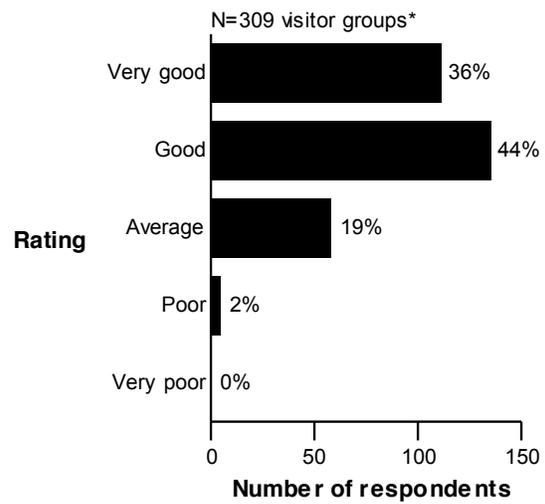


Figure 128: Quality of trash cans/dumpsters

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 129 and 130 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average except the gift shop, which was rated as average in importance.

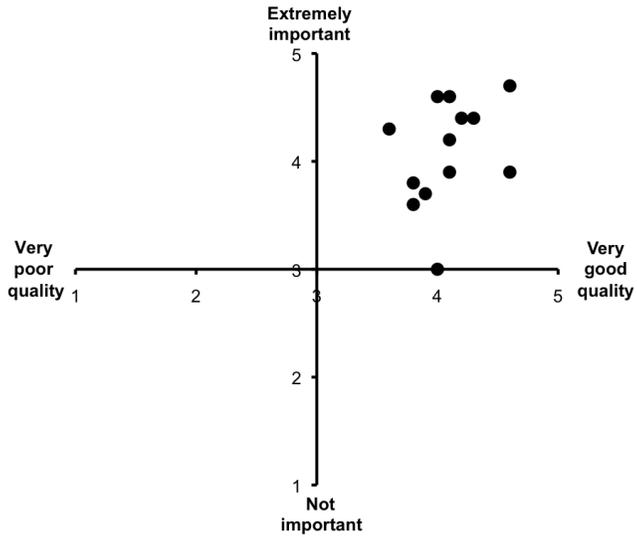


Figure 129: Mean scores of importance and quality ratings for visitor services and facilities

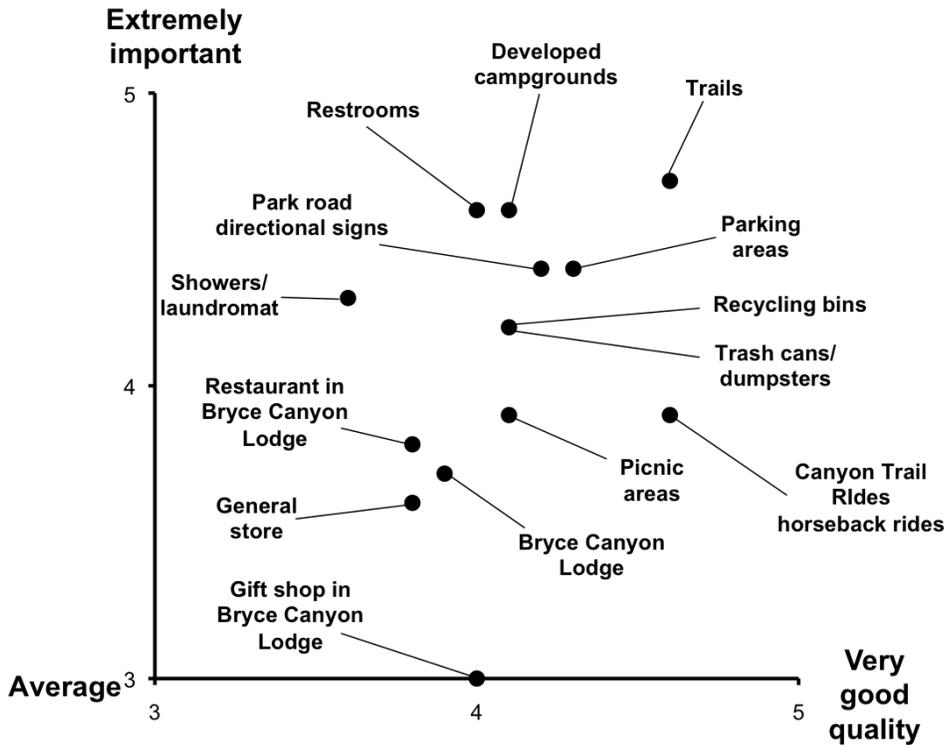


Figure 130: Detail of Figure 129

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park attributes and resources

Question 10a

Bryce Canyon NP was established for viewing scenery, conserving natural resources, and promoting public enjoyment and appreciation of these resources. On this visit, how important were the following attributes/resources to you and your personal group?

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- As shown in Figure 131, the highest combined proportions of “extremely important” and “very important” ratings of park attributes and resources included:
 - 98% Scenic vistas
 - 93% Geologic formations
 - 85% Clean air
- The resource/attribute that received the highest “not important” rating was:
 - 42% Human/cultural history
- Table 19 shows the importance ratings of park attributes and resources.

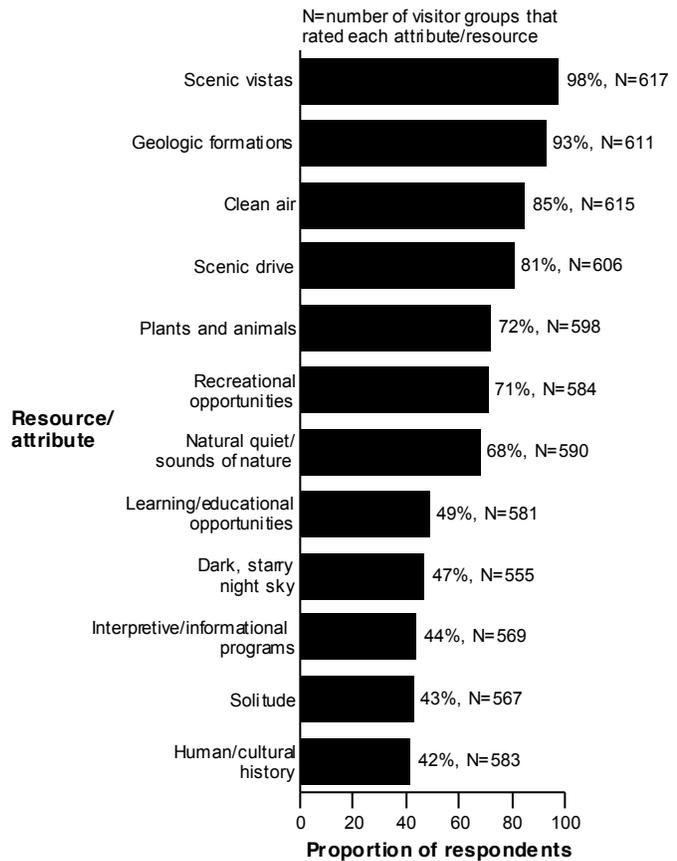


Figure 131: Combined proportions of “extremely important” and “very important” ratings of park attributes and resources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19: Visitor ratings of importance of protecting park attributes and resources

N=number of visitors that rated each resource/attribute

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air	615	1	3	11	42	43
Geologic formations	611	<1	1	5	27	66
Scenic drive	606	2	4	13	34	47
Scenic views	617	<1	<1	2	25	73
Interpretive/informational programs	569	9	15	31	32	12
Recreational opportunities (hiking, camping, biking, etc.)	584	8	5	16	32	39
Human/cultural history	583	8	14	36	30	12
Solitude	567	13	13	31	30	13
Natural quiet/sounds of nature	590	5	8	18	41	27
Plants and animals	598	1	7	20	39	33
Dark, starry night sky	555	22	10	22	25	22
Learning/educational opportunities	581	8	15	29	33	16

Detractions from enjoying park attributes and resources

Question 10b

Did anything detract from your enjoyment of any of the above attributes or resources?

Results

- 22% of visitor groups experienced detractions from enjoying park attributes or resources (see Figure 132).
- Table 20 lists detractions from visitor groups' enjoyment of park attributes or resources.

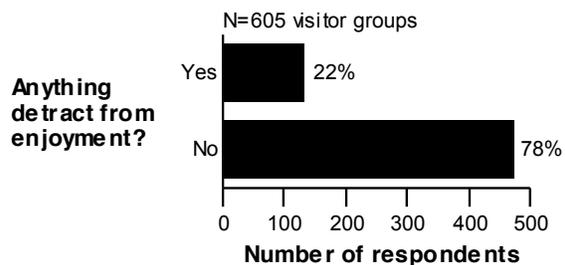


Figure 132: Visitor groups detracted from enjoying park attributes or resources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 10c
If YES, what?

Results

- 130 visitor groups listed detractions from their enjoyment of park attributes or resources (see Table 20).

Table 20: Detractions from enjoying park attributes or resources
N= 147 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Crowding (unspecified)	22
Inclement weather	16
Noisy visitors	9
Prescribed burns	7
People smoking	6
Crowding on trails	5
Crowded campgrounds	4
Crowding at viewpoints	4
Noisy campers	4
Too much traffic	4
Limited shuttle bus hours of operation	3
Noisy motorcycles	3
Noisy shuttle buses	3
Confusing/unclear trail signs	2
Generators in campgrounds	2
Lack of good tent sites	2
Lack of information in other languages	2
Lack of solitude	2
Rudeness of foreigners	2
Wildfire	2
Astronomy programs too infrequent	1
Bryce Point	1
Campground parking is not level	1
Campground restroom lights too bright	1
Confusing trail maps	1
Confusion over admission/shuttle fee	1
Difficult to find showers/toilets	1
Fee station	1
Few signs of wildlife	1
Gas-powered golf carts in campground	1
Geologic formations	1
Heat	1
Hikers off trail	1
Horse droppings	1
Hype about park didn't meet expectations	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 20: Detractions from enjoying park attributes or resources
(continued)

Comment	Number of times mentioned
Inexperienced ranger	1
Inflated lodge/restaurant prices	1
Interpretive signs in poor condition	1
Lack of benches along trails	1
Lack of children's activities	1
Lack of drinking water on trails	1
Lack of garbage cans	1
Lack of handicap accessibility	1
Lack of parking	1
Lack of recycling facilities	1
Lack of restroom at Fairyland Point	1
Moon	1
No sign of prairie dogs	1
Oversized motor homes	1
People cutting through campsites	1
Poor roads in campgrounds	1
Restrooms out of order	1
Rude campground staff	1
Rude ranger at entrance station	1
Scenic views	1
Signage near entrance	1
Staff unable to indicate child-friendly trails	1
Too many tour buses	1
Too touristy	1
Trail length information lacking	1
Trails too steep/strenuous	1
Trash around campsite	1
Visitors with guns	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Crowding

Question 13a

On this visit to Bryce Canyon NP, did you and your personal group feel crowded by people and/or vehicles in the park?

Results

- 34% of visitor groups felt crowded by either people and/or vehicles (see Figure 133).

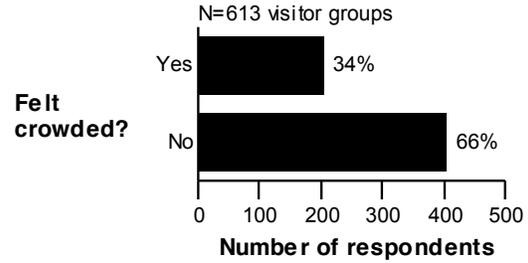


Figure 133: Visitor groups that felt crowded by people and/or vehicles in the park

Question 13b

If YES, please use the scale below to rate how crowded you and your personal group felt by people and/or vehicles during this visit.

Results

Crowding by people

- 41% of visitor groups felt “very crowded” by people (see Figure 134)
- 37% felt “somewhat crowded.”

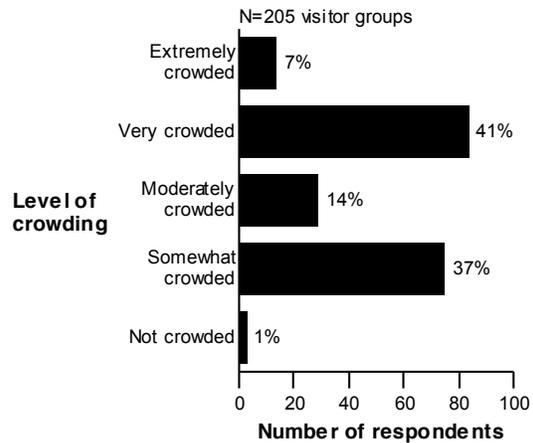


Figure 134: Level of crowding by people

Crowding by vehicles

- 31% of visitor groups felt “very crowded” by vehicles (see Figure 135).
- 26% felt “somewhat crowded.”

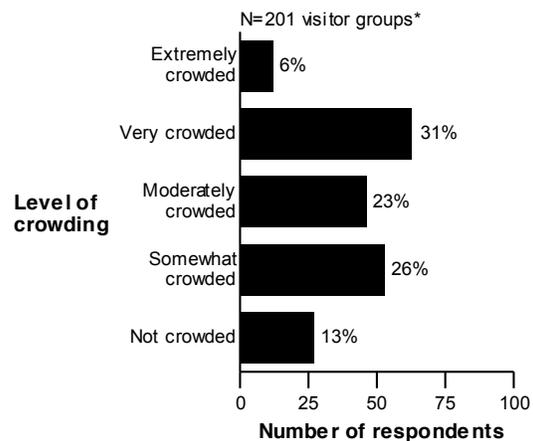


Figure 135: Level of crowding by vehicles

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Locations of crowding

Question 13c

If you felt “extremely crowded” or “very crowded,” please list the specific park location where you and your personal group felt crowded.

Results

- 116 visitor groups listed locations in the park where they experienced crowding (see Table 21).

Table 21: Locations in the park where crowding was experienced

N=163 comments;
some visitor groups made more than one comment.

Location	Number of times mentioned
Sunset Point	30
Navajo Trail	23
Sunrise Point	15
Bryce Point	11
Visitor center	11
Queen's Garden Trail	10
Parking lots	9
Shuttle buses	8
Rim Trail	7
Everywhere	5
Trails (unspecified)	4
Campground	3
General store	3
Inspiration Point	3
Sunset Point parking	3
View points	3
Lodge area	2
Rainbow Point	2
Visitor center parking lot	2
All areas except long trail routes	1
Inspiration Point parking lot	1
Main entrance	1
North Campground	1
Ruby's Inn	1
Showers at Sunset Campground	1
Sunrise Point parking	1
Sunset trailhead	1
Top of Navajo Trail	1
Visitor Center bookstore	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Crowded times of day

Question 13d

At which times of day did you feel crowded?

Results

- 73% of visitor groups felt crowded in the afternoon (see Figure 136).

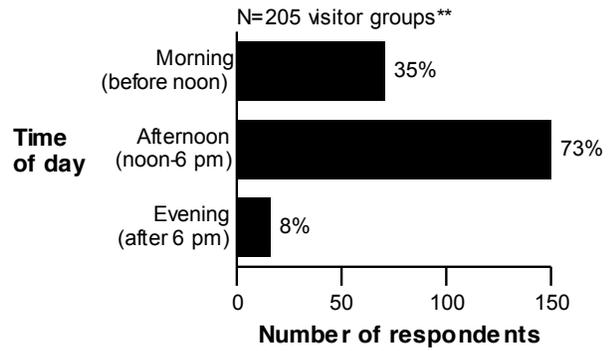


Figure 136: Times of day during which visitor groups experienced crowding

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of conducting scientific research

Question 15a

Units of the National Park System are established to preserve places with outstanding natural and cultural resources and to provide ways for visitors to enjoy these resources. Scientific research on park natural and cultural resources is needed to properly protect these resources. In your opinion, how important is conducting scientific research on park natural and cultural resources?

Results

- 80% of visitors felt that conducting scientific research is “extremely important” or “very important” (see Figure 137).

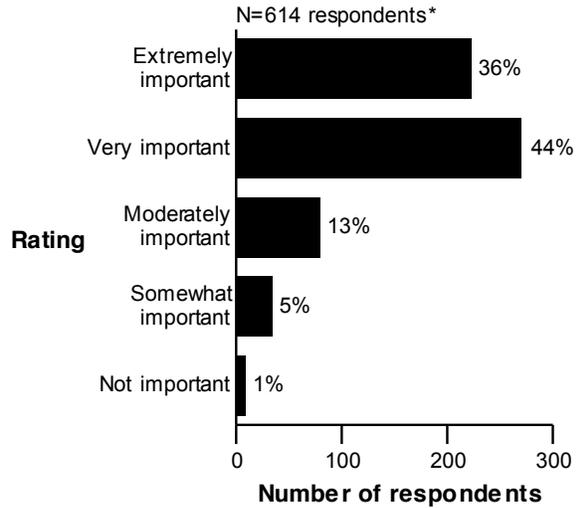


Figure 137: Importance of conducting scientific research on park natural and cultural resources

Question 15b

Do you think conducting scientific research on natural and cultural resources is a valuable use of public land and monies?

Results

- 95% of visitors thought that conducting scientific research is a valuable use of public land and monies (see Figure 138).

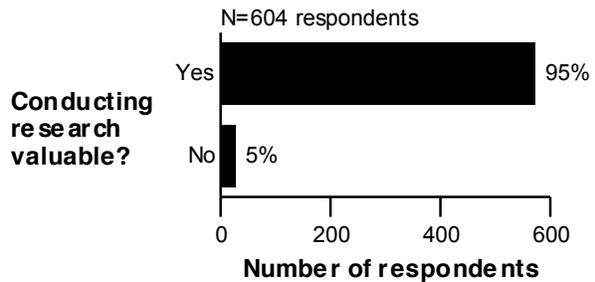


Figure 138: Visitors that thought scientific research is a valuable use of public land and monies

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Learning about scientific research

Question 15c

Are you and your personal group interested in learning about the latest research that is being conducted in national park units?

Results

- 63% of visitor groups were interested in learning about the latest research being conducted in national park units (see Figure 139).

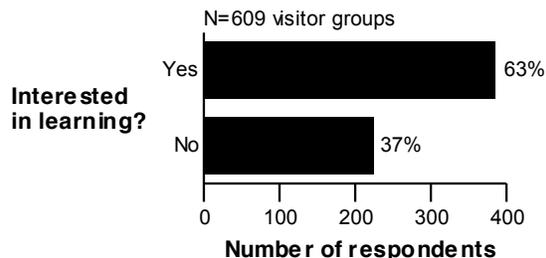


Figure 139: Visitor groups interested in learning about research

Question 15d

If YES, how would you and your personal group like to learn about this research?

Results

- As shown in Figure 140, the most common methods preferred by visitor groups to learn about research were:

79% Park website
52% Exhibits
50% Brochures

- Table 22 shows “other” methods (9%) for learning about scientific research

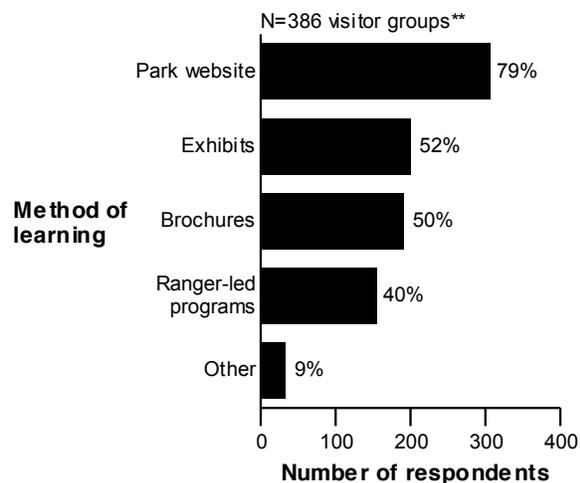


Figure 140: Preferred methods of learning about scientific research

Table 22: Other methods of learning about research

N=35 comments

Method	Number of times mentioned
E-mail updates	15
Blogs/Twitter	3
Mailings	3
Newsletter	3
TV/movies/videos	3
Park newspaper	2
Newspaper/journal articles	2
Brochures in other languages	1
Podcasts	1
Shuttle drivers	1
Website	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 24

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Bryce Canyon NP during this visit?

Results

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 141).
- Less than 1% rated the quality as “very poor” or “poor.”

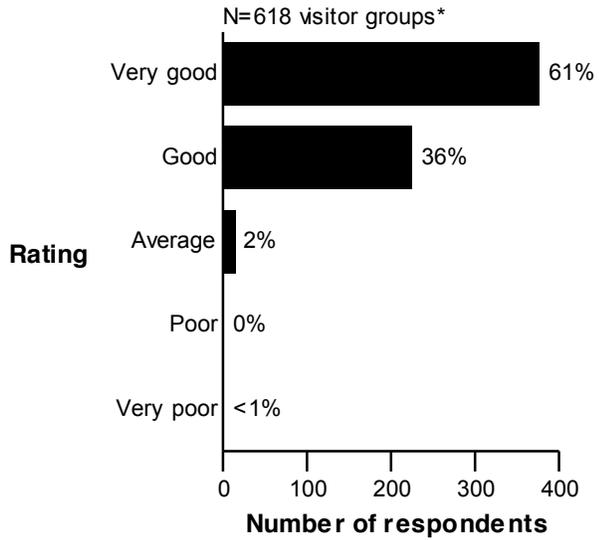


Figure 141: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Proposals for the future

Question 22

If you were a manager planning for the future of Bryce Canyon NP, what would you propose?

Results

- 55% of visitor groups (N=343) responded to this question.
- Table 23 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 23: Proposals for the future
N=519 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Increase roving ranger staff	3
Better customer service training for rangers	2
Hire multi-lingual personnel	2
Need friendlier campground hosts	2
Other comment	1
INTERPRETIVE SERVICES	
Provide programs/services in other languages	13
More detailed trail maps	8
Increase ranger programs/walks	7
More interpretive signs at viewpoints	4
Provide children's materials/activities	4
Provide information on flora/fauna	3
Update/expand interpretive visitor center exhibits	3
Add interactive activities/exhibits	2
Improve park radio message	2
Offer educational programs	2
Provide information on limiting human impact	2
Provide interpretive talks on shuttle buses	2
Trip planning materials	2
Other comments	26

Table 23: Proposals for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Add restrooms	11
Provide showers in all campgrounds	11
Increase parking	9
Provide more trails	9
Increase/enlarge campgrounds	7
Increase picnic areas	5
Need easier/shorter trails	5
Provide electrical hookups at campgrounds	5
Trail signs should indicate distance/difficulty	5
Improve guard rails	4
Improve trail signs	4
Maintain trails	4
More drinking water sources	4
Update/upgrade campground restrooms	4
Add benches along trails/viewpoints	3
Add sinks to campground restrooms	3
Create bike trails in park	3
Improve restrooms	3
Keep the park clean	3
Put soap in restrooms	3
Add recycling facilities	2
Improve park signs	2
Improve trails	2
Increase cell phone access	2
Increase number of trash cans	2
Level campsites	2
More signs	2
Provide dishwashing sinks in campgrounds	2
Use environmentally friendly shuttle buses	2
Other comments	38
POLICIES/MANAGEMENT	
Expand shuttle service	36
Eliminate private vehicles - shuttle only	34
Protect the park	13
Reduce private vehicles - increase shuttle service	18
Extend shuttle bus hours	9
Limit/halt further development	9
Advertise/promote the park	8
Control/reduce crowding	8
Keep it as it is	6

Table 23: Proposals for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Improve weather information/alert system	4
Keep it natural	4
Keep hikers on the trails	3
Balance preservation with use	2
Enforce wildlife feeding regulations	2
Improve traffic control	2
Increase entrance fee	2
Increase entrance fees for foreign visitors	2
Limit commercial activities	2
Prohibit guns	2
Smoke-free park	2
Other comments	24
RESOURCE MANAGEMENT	
Comments	4
GENERAL	
Fine as is	10
Keep up the good work	5
Add a train	2
Other comments	17

Additional comments

Question 23

Is there anything else you and your personal group would like to tell us about your visit to Bryce Canyon NP?

Results

- 52% of visitor groups (N=328) responded to this question.
- Table 24 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 24: Additional comments
N=597 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly rangers/staff	13
Wonderful staff	8
Helpful staff	4
Knowledgeable rangers	4
Enjoyed shuttle drivers' stories/information	2
Need more rangers	2
Survey staff was pleasant	2
Other comments	14
INTERPRETIVE SERVICES	
Enjoyed ranger program	3
Add interpretive programs	2
Good information	2
Informational signs were high quality	2
Newspaper was informative/interesting	2
Provide materials/information in other languages	2
Other comments	28
FACILITIES/MAINTENANCE	
Clean park	10
Enjoyed trails	9
Enjoyed the campground	6
Restrooms need soap/sanitizer	6
Park is well maintained	5
Appreciate recycling facilities	3
Restrooms are clean	3
Some trails need handrails	3
Trail signs were useful	3
Trails were well kept	3
Add shower stalls	2
Need more campsites	2
Restrooms are unclean	2
Restrooms need sink	2
Other comments	34

Table 24: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Preserve/protect the park	12
Shuttle service was good	9
Keep it as it is	4
Park is well protected	4
Limit development	3
Park is important resource	3
Advertise hiking trails	2
Advertise the park	2
Appreciate the survey	2
Balance preservation with human use	2
Did not feel crowded	2
Entrance fee too high	2
Keep it natural	2
Park is commercialized	2
Other comments	16
RESOURCE MANAGEMENT	
Comment	1
GENERAL COMMENTS	
Enjoyed visit	130
Beautiful place	53
Will return	21
Loved the park	16
Favorite park/favorite place	12
Thank you	12
Enjoyed scenery	11
Enjoyed hiking	10
Not enough time	10
Keep up the good work	8
Will recommend to others	7
Marvelous	4
Interesting park	3
Beautiful nature	2
Inspiring experience	2
Other comments	20

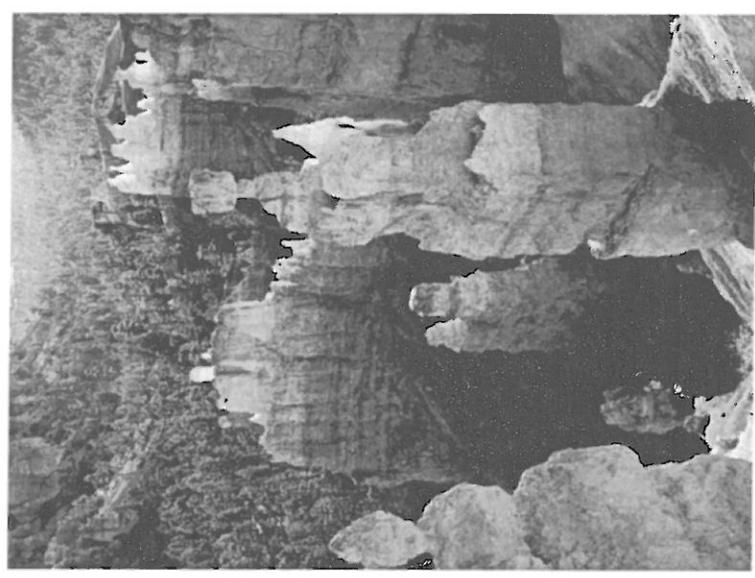
Appendix 1: The Questionnaire

Social Science Program
National Park Service
U.S. Department of the Interior
Visitor Services Project



Bryce Canyon National Park

Visitor Study



United States Department of the Interior
NATIONAL PARK SERVICE
Bryce Canyon National Park
P.O. Box 640201
Bryce Canyon, UT 84764-0201

IN REPLY REFER TO:

Summer 2009

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Bryce Canyon National Park. This information will help us improve our management of this park and better serve you, our visitor.

This questionnaire will be given to only a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Eddie L. Lopez
Superintendent

Your Visit To Bryce Canyon National Park

NOTE: In this questionnaire, **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.
- Like this: Not like this:
- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Please go to the next page →

- 1. a) Prior to your visit, how did you and your personal group obtain information to plan your visit to Bryce Canyon National Park (NP)? Please mark (●) all that apply.

Obtained no information prior to visit → Go to Question 2

Previous visits

Friends/relatives/word of mouth

Travel guides/tour books (such as AAA, etc.)

Park publications, maps, & brochures, etc.

Newspaper/magazine articles

Inquiry to park via mail or email

Inquiry to park via phone

Television/radio programs/videos

Bryce Canyon NP website: www.nps.gov/brca

Concession website: www.xanterra.com

Other websites

Chamber of commerce/visitors bureau/state welcome center

Information from local motel or other business

Other (Please specify) _____

- b) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

No Yes → Go to Question 2

- c) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) On this trip, did you and your personal group stay overnight **away from home** inside Bryce Canyon NP or in the area within 50 miles of the park, including Panguitch, Escalante, Tropic, etc.?

Yes No → **Go to Question 3**

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

b) Number of nights
inside park _____ **c) Number of nights**
outside park within 50 miles _____

- _____ Lodge, motel, cabin, rented condo/home, or bed & breakfast _____
- _____ Camping in developed campground _____
- ➔ _____ At which location in park? _____
- _____ Backcountry campsite _____
- _____ Personal seasonal residence (summer home) _____
- _____ Residence of friends or relatives _____
- _____ Other (Please specify below) _____

Inside park _____ Outside park _____

3. a) Where did you and your personal group stay on the night before you arrived at Bryce Canyon NP? If you stayed at home, please write the name of your hometown and state.

Nearest town/city _____ State _____

b) Where did you and your personal group stay on the day you left Bryce Canyon NP? If you stayed at home, please write the name of your hometown and state.

Nearest town/city _____ State _____

4. a) On this visit, did you and your personal group hike at Bryce Canyon NP?

Yes No → **Go to Question 5**

b) If YES, please describe the hiking you participated in. Please mark (●) all that apply.

- Less than 2 hours Along canyon rim
- Between 2 and 4 hours Into canyon below the rim
- Longer than 4 hours

5. a) As you were planning your trip, which activities did you and your personal group expect to include on this visit? Please mark (●) all that apply in the **left** column.

b) On this visit, in which activities did you and your personal group participate? Please mark (●) all that apply in the **right** column.

a) Expected activities	b) Activities this visit
<input type="radio"/> Sightseeing/scenic driving	<input type="radio"/>
<input type="radio"/> Day hiking	<input type="radio"/>
<input type="radio"/> Photography	<input type="radio"/>
<input type="radio"/> Attending ranger-led programs/activities	<input type="radio"/>
<input type="radio"/> Horseback riding	<input type="radio"/>
<input type="radio"/> Bicycling	<input type="radio"/>
<input type="radio"/> Overnight backpacking	<input type="radio"/>
<input type="radio"/> Camping in developed campgrounds	<input type="radio"/>
<input type="radio"/> Picnicking	<input type="radio"/>
<input type="radio"/> Nature study (plants, animals, etc.)	<input type="radio"/>
<input type="radio"/> Riding shuttle bus	<input type="radio"/>
<input type="radio"/> Shopping in gift shops/books/inside park	<input type="radio"/>
<input type="radio"/> Stargazing/astronomy	<input type="radio"/>
<input type="radio"/> Other (Please specify below)	<input type="radio"/>

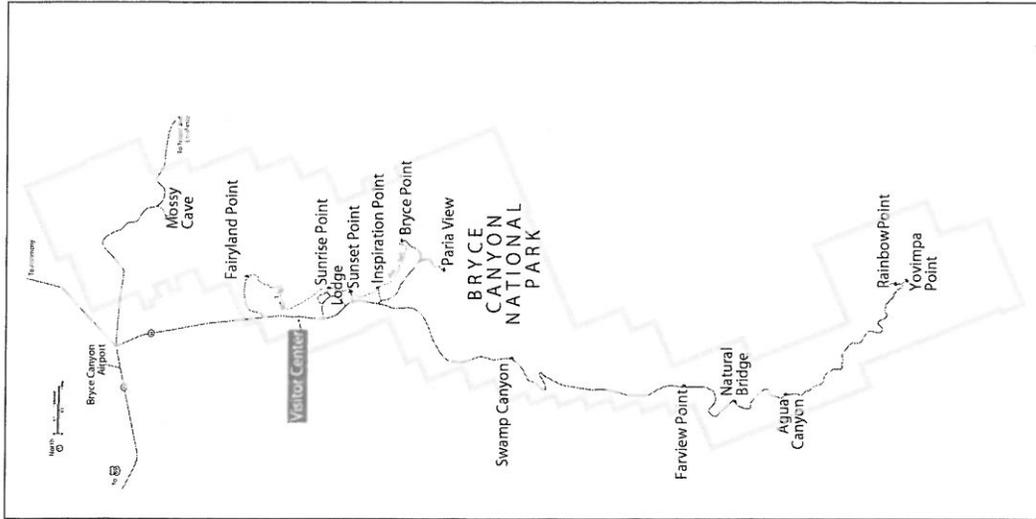
Expected _____ This visit _____

c) Which one of the above activities was the **primary** reason you and your personal group visited Bryce Canyon NP on this visit? Please list only **one** response.

6. On this visit to Bryce Canyon NP, how long did you and your personal group spend visiting the park? Please list partial hours or days as 1/4, 1/2, or 3/4.

_____ Number of hours if less than 24 hours
 _____ Number of days if 24 hours or more

7. a) On this visit, which of the following sites in Bryce Canyon NP did you and your personal group visit? Please mark (●) all that apply.



- Mossy Cave
- Park entrance sign
- Fairyland Point
- Visitor center
- Sunrise Point
- Bryce Canyon Lodge
- Sunset Point
- Inspiration Point
- Bryce Point
- Paria View
- Farview Point
- Natural Bridge
- Rainbow Point
- Yovimpa Point
- Other (Please specify) _____

b) On this visit, which site in Bryce Canyon NP did you and your personal group visit first? _____

c) On this visit, which one of the above sites did you enjoy most? Please list only one. _____

8. a) Please mark (●) all information services and facilities that you and your personal group used within Bryce Canyon NP during this visit.
 b) Next, for only those services and facilities that you and your personal group used, please rate their importance to your visit from 1-5.
 c) Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

a) Information services and facilities used	b) If used, how important?	c) If used, what quality?
	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

Mark (●)			
<input type="radio"/>	Assistance from park staff	_____	_____
<input type="radio"/>	Bryce Canyon NP website: www.nps.gov/brca (used before or during visit)	_____	_____
<input type="radio"/>	Bulletin boards	_____	_____
<input type="radio"/>	Junior Ranger program	_____	_____
<input type="radio"/>	Park brochure/map	_____	_____
<input type="radio"/>	Park newspaper – <i>The Hoodoo</i>	_____	_____
<input type="radio"/>	Park radio information stations: AM 1610 and/or AM 1590	_____	_____
<input type="radio"/>	Ranger-led programs	_____	_____
<input type="radio"/>	Roadside exhibits	_____	_____
<input type="radio"/>	Sales items in visitor center bookstore (selection, price, etc.)	_____	_____
<input type="radio"/>	Self-guided nature trails	_____	_____
<input type="radio"/>	Shuttle bus	_____	_____
<input type="radio"/>	Visitor center exhibits	_____	_____
<input type="radio"/>	Visitor center video	_____	_____

9. a) Please mark (●) all visitor services and facilities that you and your group used within Bryce Canyon NP during this visit.
 b) Next, for only those services and facilities that you and your group used, please rate their importance to your visit from 1-5.
 c) Finally, for only those services and facilities that you and your group used, please rate their quality from 1-5.

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?		
			1=Not important	2=Somewhat important
Mark (●)		1=Very poor 2=Poor 3=Average 4=Good 5=Very good		
<input type="radio"/> Access for disabled persons	_____	_____		
<input type="radio"/> Backcountry campsites	_____	_____		
<input type="radio"/> Bryce Canyon Lodge (not including gift shop or restaurant)	_____	_____		
<input type="radio"/> Gift shop in Bryce Canyon Lodge	_____	_____		
<input type="radio"/> Restaurant in Bryce Canyon Lodge	_____	_____		
<input type="radio"/> Canyon Trail Rides horseback rides	_____	_____		
<input type="radio"/> Developed campgrounds	_____	_____		
<input type="radio"/> General store	_____	_____		
<input type="radio"/> Park road directional signs (inside park)	_____	_____		
<input type="radio"/> Parking areas	_____	_____		
<input type="radio"/> Picnic areas	_____	_____		
<input type="radio"/> Recycling bins	_____	_____		
<input type="radio"/> Restrooms	_____	_____		
<input type="radio"/> Showers/laundromat	_____	_____		
<input type="radio"/> Trails	_____	_____		
<input type="radio"/> Trash cans/dumpsters	_____	_____		

10. a) Bryce Canyon NP was established for viewing scenery, conserving natural resources, and promoting public enjoyment and appreciation of these resources. On this visit, how important were the following attributes/resources to you and your personal group? Please mark (●) one answer for each attribute/resource.

Attribute/resource	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air	<input type="radio"/>				
Geologic formations	<input type="radio"/>				
Scenic drive	<input type="radio"/>				
Scenic views	<input type="radio"/>				
Interpretive/informational programs	<input type="radio"/>				
Recreational opportunities (hiking, camping, biking, etc.)	<input type="radio"/>				
Human/cultural history	<input type="radio"/>				
Solitude	<input type="radio"/>				
Natural quiet/sounds of nature	<input type="radio"/>				
Plants and animals	<input type="radio"/>				
Dark, starry night sky	<input type="radio"/>				
Learning/educational opportunities	<input type="radio"/>				
b) Did anything detract from your enjoyment of any of the above attributes or resources?	<input type="radio"/>				
c) If YES, what? Please explain.	_____				

11. a) Bryce Canyon NP interpretive programs and exhibits discuss topics such as geology, American Indian culture/history, pioneer history, night skies/astromy and plants/animals. Please mark (●) all of the topics you learned on this visit.
 Did not learn about any topics on this visit → Go to part c of this question

- b) Please indicate how much your level of understanding of each topic improved during your visit. Please mark (●) one answer for each topic.
- c) Next, mark (●) the topics you would be interested in learning more about on a future visit.

a) Learned on this visit? (●)	b) Level of understanding improved?			c) Interested on future visit?		
	Not at all	A little	Somewhat	A lot	Yes	No
<input type="radio"/> American Indian culture/history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Geology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Night skies/ astronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Pioneer history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Plants/animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

d) Please list any additional topics you and your personal group are interested in learning about Bryce Canyon NP.

12. Increasing public awareness is our best tool to ensure that visitors have a safe visit at Bryce Canyon NP. Please mark (●) your awareness level, both before and after your visit, for each safety issue.

BEFORE visiting Bryce Canyon NP		AFTER visiting Bryce Canyon NP	
Not aware	Somewhat aware	Very aware	Safety issue
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hiking with hiking boots
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lightning safety
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Drinking plenty of water
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Methods for coping with altitude sickness
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Human health and safety risks resulting from feeding wildlife
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hiking off trails
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Climbing over railings
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ways of minimizing sun exposure

13. a) On this visit to Bryce Canyon NP, did you and your personal group feel crowded by either people and/or vehicles in the park?

- Yes No → **Go to Question 14**

b) If YES, please use the scale below to rate how crowded you and your personal group felt by people and/or vehicles during this visit. Please mark (●) one for each.

	Not at all Crowded	Somewhat crowded	Neutral	Very crowded	Extremely crowded
People	<input type="radio"/>				
Vehicles	<input type="radio"/>				

c) If you felt "extremely crowded" or "very crowded," please list the specific park location where you and your personal group felt crowded.

d) At which times of day did you feel crowded? Please mark (●) all that apply.

- Morning (before noon) Afternoon (Noon-6 pm) Evening (after 6 pm)

14. a) Currently, Bryce Canyon NP provides a shuttle bus to transport visitors around the main park area from May to September. On this visit, did you and your personal group use the shuttle bus system?

- Yes No → b) If NO, why not? _____

c) If YES, where did you park your vehicle before boarding the shuttle bus? Please mark (●) all that apply.

- Ruby's Inn Shuttle Boarding Area (opposite Ruby's Inn)
- Visitor center Trailer drop-off lot (opposite visitor center)
- Sunset Point Ruby's Inn Campground
- Other (Please specify) _____

d) How can the shuttle system and services be improved? Please be specific.

15. Units of the National Park System are established to preserve places with outstanding natural and cultural resources and to provide ways for visitors to enjoy these resources. Scientific research on park natural and cultural resources is needed to properly protect these resources.

a) In your opinion, how important is conducting scientific research on park natural and cultural resources?

- Not important Somewhat important Moderately important Very important Extremely important
-

b) Do you think conducting scientific research on natural and cultural resources is a valuable use of public land and monies?

- Yes No

c) Are you and your personal group interested in learning about the latest research that is being conducted in national park units?

- Yes No → **Go to Question 16**

d) If YES, how would you and your personal group like to learn about this research? Please mark (●) all that apply.

- Park website Brochures
- Ranger-led programs Exhibits
- Other (Please specify) _____

16. On this visit, were you and your personal group part of the following types of groups? Please mark (●) one for each.

- a) Commercial guided tour group Yes No
- b) School/educational group Yes No
- c) Other group (scout, work, church, etc.) Yes No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

17. On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) one.

- Alone Family
- Friends Family and friends
- Other (Please specify) _____

18. a) On this visit, how many people were in your personal group, including yourself? _____ Number of people

b) On this visit, how many vehicles did you and your personal group use to arrive at the park? _____ Number of vehicles

c) On this trip, how many times did you and your personal group enter Bryce Canyon NP? _____ Number of times

19. For you and your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

- | | | | | | |
|----------------|-------|---|-------|--|-------|
| a) Current age | _____ | b) U.S. Zip Code or name of country other than U.S. | _____ | c) Number of lifetime visits to Bryce Canyon NP (including this visit) | _____ |
| Yourselves | _____ | | | | |
| Member #2 | _____ | | | | |
| Member #3 | _____ | | | | |
| Member #4 | _____ | | | | |
| Member #5 | _____ | | | | |
| Member #6 | _____ | | | | |
| Member #7 | _____ | | | | |

20. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Bryce Canyon NP?

- Yes No → **Go to Question 21**

b) If YES, on this visit, which activities or services did the person(s) have difficulty accessing or participating in? Please mark (●) all that apply.

- Bryce Canyon Lodge Campground
- Ranger-led activities/programs Restrooms
- Trails Viewpoints
- Visitor center Visitor center exhibits
- Other (Please specify) _____

21. a) & b) When visiting an area such as Bryce Canyon NP, which **one** language do you and most members of your personal group prefer to use for the following?

- a) Speaking English Other (Specify) _____
- b) Reading English Other (Specify) _____

c) In your opinion, what **services** in the park need to be provided in languages other than English? Please specify a service(s) or mark (●) "None."

Service(s) _____ None

22. If you were a manager planning for the future of Bryce Canyon NP, what would you propose? Please be specific.

23. Is there anything else you and your personal group would like to tell us about your visit to Bryce Canyon NP?

24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Bryce Canyon NP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>				

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

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Visitor Services Project
 Park Studies Unit
 College of Natural Resources
 University of Idaho
 P.O. Box 441139
 Moscow, Idaho 83844-1139

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), and Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the reminder postcard was mailed, the second wave is between postcard and 2nd replacement and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in age, distance of travel to the park, and overall quality rating scores among different mailing waves. If the p-value is greater than 0.05, the difference among the mailing waves is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents of different mailing waves had the same average age.
2. On average, respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves had the same average satisfaction scores.

Table 3 shows no significant difference in age, travel distance, and overall quality rating. The non-response bias is thus judged to be insignificant.

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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu/vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)

1993

54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)

1996 (continued)

86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

1997

93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 continued

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)

2007

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park-Seattle Unit
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

